By narrow margin over Fiat

Early count has Ford as winner in Europe

By Richard Feast
European Editor

LONDON.—Ford looks like the winner in its evenly matched race with Italy's Fiat Auto for the 1984 new-car market leadership in Western Europe.

The detailed counting is still going on, but unofficial estimates circulating within the industry give Ford the title. Its margin over Fiat was fewer than 7,500 units in a total market of more than 10.18 million.

The once-dominant Renault Group of France finished a firm sixth. Renault beat Ford by the narrowest of margins the previous year (1983), but a combination of internal woes and a major decline in the French market resulted in its sales collapse.in 1984.

New-car demand in the 16 countries of Western Europe last year was down 3 percent at 10,182,100 units. Five of the six largest national markets registered shortfalls compared with the previous year. Of the main six, only Italy produced a gain. The deficit in France amounted to more than a quarter of a million vehicles.

At the end of December, the leading manufacturers lined up in the following order: Ford with 12.8 percent; Fiat Auto (comprising Fiat, Lancia and Autobianchi) with 12.7 percent; the VW-Audi group with 12.1 percent; Peugeot SA (Citroen and Peugeot-Talbot) with 11.5 percent; General Motors (Opel-Vauxhall) with 11.1 percent, and Renault with 11 percent.

The order one year earlier was Renault, 12.6 percent; Ford, 12.5; Fiat, 12.0; VW and PSA, 11.8, and GM, 11.2.

No other group in Europe is anywhere near these leading six. The combined Japanese manufacturers fractionally lifted their market share from 10.1 percent 10.2 percent and registrations of just over one million.

This important Japanese presence and the generally lower demand for new cars in Europe forms a background to intense competition in the market place between the Big Six and other European auto makers. Few European volume car makers are in profit, and one estimate is of an aggregate deficit of $1 billion.

While these preliminary sales statistics should not be regarded as definitive, there is general agreement on the overall pattern. The detailed results will not be known for perhaps two months.

Fiat says it is still counting—and results from seemingly small countries like Portugal or Greece will be relevant when the result is so close. Nevertheless, the Italian makers' assocation put Ford ahead of Fiat by 0.5 percent at the end of November.

In early January, Ford was cagey about claiming victory, though it did estimate it had a record 12.9 percent of the market. However, Robert A. Lutz, chairman, is now so jubilantly confident Ford is No. 1 that he will say so in a speech to be delivered today (Jan. 21) in Stockholm.

The unofficial figures give Ford 1,303,600 units, a decrease of 0.5 percent on the previous year. But its market share was a record 12.9 percent, according to Ford, and 12.8 percent, according to these statistics.

Ford's European presence is broadly based, with market leadership in the U.K., Denmark, Ireland and Norway, and big chunks of West Germany, France and Spain.

Fiat's power is concentrated in Italy, a market which went against the general trend by increasing. In addition to its 54.3 percent of the Italian market, Fiat has made across-the-board improvements in the rest of Europe, mainly as a result in demand for the small Uno model. It's year-end total is put at 1,293,200, an improvement of 2.4 percent.

VW-Audi's figure of 1,227,100 was a fall of one percent on the previous year. Within that figure, however, the Volkswagen brand moved up 2.5 percent, while Audi fell back by 12.1 percent. The Golf is believed to have become Europe's best seller once more, with nearly 482,000 new customers.

Not too much should be read into the Audi drop. Like all other German manufacturers, Ford excepted, it was badly hit by the spring strike of metal workers. More importantly, Audi chose to dispatch more products to North America, where the strong dollar provided better profits. The same principle applies to other export-oriented companies like BMW, Daimler-Benz and Volvo.

In fourth position with 1,172,100 units was the Peugeot group (PSA). Citroen was well down, another reflection of the French market, but the two nameplates of Automobiles Peugeot Co. provided the greatest contrasts in the whole of Europe last year.

Peugeot soared by more than 22 percent to 559,000 units, thanks to the runaway success of the 205 model, which is now being built at maximum capacity. But Talbot's slide continued, down by more than a half to little more than 145,000. The combined result for the two (they are sold by the same dealers) resulted in a shortfall of 3.5 percent to 706,000.

GM's recent dramatic increases were brought to a halt last year, due mainly to strikes in West Germany and the U.K. The metal-workers' strike, for instance, had Adam Opel as a direct target, resulting a loss of 120,000 planned production worth an estimated $625 million.

GM ended the year with 1,127,900 or 3.8 percent fewer than the previous year. But the days of GM as an also-ran in Europe are over, and it is now a fully paid-up member of the Big Six.

The Renault record was of a 15.7-percent plunge to 1,115,200 units. This shortfall of more than 200,000 sales compared with the previous year meant moving from the market leadership it had held for all of the 1980s to sixth place.

The poor French market was part of the trouble. So, too, was a slowness in replacing large-volume models like the R-5 (now done) and R-18 (end of this year). This week Renault will report its 1984 deficit, thought by many to amount to nearly $1 billion.

Where the changes were

Country	1984 Total	Pct. Change from 1983
Austria	15,800	−15.9
Belgium-Lux	381,300	+ 4.1
Denmark	133,500	+15.3
Finland	124,900	+ 4.9
France	765,000	−12.5
Greece	68,400	−11.1
Ireland	56,600	− 7.3
Italy	1,636,400	+ 3.5
Netherlands	444,200	+ 4.7
Norway	107,600	− 1.9
Portugal	73,100	− 4.7
Spain	521,800	− 5.2
Sweden	231,100	+ 6.4
Switzerland	274,400	− 1.0
United Kingdom	1,749,700	− 2.3
West Germany	2,397,300	− 1.2
Total	10,182,100	− 3.0

Figures based on national association and industry sources are provisional.

HOW THEY FINISHED IN 1984

Manufacturer	1984	Market Share	1983	Pct. Change from 1983
Ford	1,303,600	12.8	1,310,100	−0.5
Fiat Auto	1,293,200	12.7	1,263,100	+2.4
VW-AutoGroup	1,227,100	12.1	1,239,700	−0.1
Volkswagen	966,800	9.5	943,400	+2.5
Audi	260,300	2.6	296,300	−12.1
Peugeot SA	1,172,100	11.5	1,237,100	−5.3
Citroen	465,900	4.6	505,000	−7.7
Peugeot	559,500	5.5	461,500	+21.2
Talbot	146,700	1.4	270,700	−45.8
General Motors	1,127,900	11.1	1,171,900	−3.8
Renault	1,115,200	11.0	1,322,400	−15.7
Japanese (all)	1,036,500	10.2	1,058,700	−2.1
Austin Rover	394,900	3.9	417,000	−5.3
Mercedes-Benz	330,100	3.2	339,200	−2.7
BMW	303,400	3.0	305,700	−0.8
Volvo	237,300	2.3	230,400	+3.0
Alfa Romeo	183,400	1.8	175,600	+4.4
Seat	152,700	1.5	133,800	+14.1
Total	10,182,100	100	10,497,200	−3.0

Isuzu light truck added to GM lineup in Europe

BRUSSELS.—General Motors' commercial vehicle marketing unit in Europe, Convesco, has begun selling a new Isuzu light truck. The NPR model will be exhibited at the truck show, which started here Thursday, January 17, following introductions in Sweden, Norway, Finland and Denmark.

Until now Isuzu's presence in Europe has been restricted to pickups, medium vans and light four-wheel drives. The 6-ton GVW NPR takes Isuzu and GM into a category where there is established domestic oposition.

The development will not be welcomed by European truck makers, who are burdened with overcapacity and low demand.

The NPR is powered by a high-mileage direct-injection diesel of 3.3 liters. Payload is three tons.

It seems likely that in addition to the Scandinavian markets, the Isuzu will be sold in Belgium, Holland and Switzerland. Strict quotas will keep it out of France and Italy, and Bedford in the U.K. maintains it will not be sold there.

The recently established Convesco, based at the Russelsheim home of Adam Opel in West Germany, has the task of lifting GM's commercial vehicle presence in continental Europe. Bedford, with an established manufacturing presence in England, looks after the U.K.

Convesco offers a spectrum of Opel-based lights and vans and the broad Vauxhall range, from medium vans to heavy trucks. But Convesco is increasingly filling the segment gaps with built-up products from Isuzu, in which GM has a one-third interest.

Through the roof

Sky-Top Sunroofs, Inc., St. Louis, is marketing a power moonroof to fit the General Motors' N-body cars, the Buick Somerset Regal, Pontiac Grand Am and Oldsmobile Calais. The moonroof is electrically operated.

Brock gets VRA pitches as decision time nears

WASHINGTON.—The office of U.S. Trade Representative William Brock has been a busy one of late as decision time nears on the voluntary restraint agreement (VRA) involving Japanese automobiles.

Executives of the domestic auto makers and the import auto dealers have come in to make pitches for retention or repeal of the quotas, now in their fourth year.

Those quotas are due to expire in April, but speculation is prevalent here that they will not die for a variety of reasons, most of which are political.

First is the argument by Ford Motor Co., Chrysler Corp. and American Motors that, in spite of two record profit years, the U.S. industry is not sufficiently recovered from the recession of 1980-1982 to compete with the Japanese, given the latter's cost advantages.

Second, protectionist sentiment in Congress continues to bubble as each month brings an upward assessment of what the U.S. trade deficit with Japan will be. The latest projection is $33 billion.

Third, the Reagan Administration must push for voluntary quotas to give it leverage in its efforts to open Japanese markets to high-technology U.S. goods.

And fourth, quotas are needed by the Japanese themselves to prevent a surge of auto imports to the U.S. by the smaller makers who were frozen out when the voluntary import restraints were instituted. Such a surge, the major Japanese makers fear, would rekindle extreme protectionist sentiment here and leave them even more restricted than they are.

Ford and Chrysler have told Brock the VRA should be extended, if not at the current level of 1.85 million cars, then for a three-year period over which the level would be gradually increased, starting with a rise to 2 million cars for 1985.

Trade sources indicate that even GM, which has argued for an end to the quotas, has told the trade representative it could live with such a phase-out scheme.

Meanwhile, the major Japanese auto makers, although protesting that they want the VRA eliminated, also have indicated to Brock they would prefer a phase-out scheme, although at a faster rate: Perhaps 2.1 million cars allowed in 1985.

The matter is not solely up to Brock, however. Indeed, the Administration has made a point thus far of not dealing with the auto-quota issue and instead has focused attention on Japan's continued resistance to imported goods. The topic was purposely left off the agenda during President Reagan's recent meeting with Japanese Prime Minister Nakasone.

It will get an airing soon, though. It is scheduled to come up within a few weeks at the next Cabinet Council meeting, during which the Administration also is expected to look at studies by the Commerce Department and the International Trade Commission on the quotas.

Sources both inside and outside government expect the VRA will be continued for another year, probably at 2.05 million units. But they also caution it is a very fluid situation. Said one source who wished to remain unidentified: "If Detroit keeps making money the way they have been, don't be surprised if Reagan writes the quotas off."

Cadillac christens its two-seater Allante

DETROIT.—Cadillac has christened its 1987-model two-seat convertible Allante, a term Cadillac coined from the French word *allant*. The car was previously referred to as the Callisto. A Cadillac spokesman said Allante connotes "liveliness" and "motion."

Italy's Pininfarina will build the Allante bodies, which will be shipped to General Motors' Hamtramck (Mich.) assembly plant where they will be mated with the chassis.

Capolongo joins design firm

TROY, Mich.—James A. Capolongo, who resigned last fall as president of Ford of Europe, emerged as chairman of Entech International, overseas subsidiary of Entech Engineering Technology, Ltd., an independent design firm here.

Capolongo will keep offices in London and will be in charge of developing the overseas portion of the business.

Entech was a major contractor in the development of the Pontiac Fiero, and currently does 55 percent of its business with General Motors.

truck industry news

Compact Comanche unveiled by AMC

Jose J. Dedeuwaerder, American Motors president, shows off the 1986 Jeep Comanche compact pickup truck which will be introduced next fall. The truck will be offered in both two-wheel and four-wheel-drive models.

Total is off less than one percent from '78

'84 sales second best

Retail sales of new trucks of all types in the U.S. in calendar 1984 were the second-highest in industry history, falling only about 15,000 units below the alltime high achieved in 1978.

Franchised dealers and factory outlets retailed 4,092,379 vehicles during the year, according to preliminary reports, an increase of 30.8 percent over the previous year's 3,129,474.

The 12-month total was 0.4 percent less than the record 4,108,096 units retailed six years earlier.

Ford dealers sold 1,166,715 trucks in 1984, giving the company its second consecutive year of sales leadership and the seventh in the last eight years that Ford has been No. 1 in truck sales.

In December, sales totaled 314,661 units, a gain of 2.8 percent over the year-earlier 306,007. Domestic deliveries during the month were down slightly from the previous year, 263,243 versus 263,494, but the non-captive imports were up 21 percent to 51,418 units, compared with 42,513 in 1983.

Compact-truck sales during the year hit a record 1,723,044 units, an increase of 51.7 percent over the previous high of 1,135,897 established in 1983.

Sales of the domestic small trucks totaled 1,116,882 and accounted for 64.8 percent of the market, compared with 58.2 percent on 661,606 units in 1983.

The non-captive compacts' share was off 6.6 percentage points last year, from 41.8 percent on 474,291 sales in 1983 to 35.2 percent in 1984 on 606,162 deliveries.

Sales were higher last year in

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GM to renovate plant for new '87 pickups

PONTIAC.—An all-new line of full-size Chevrolet and GMC pickup trucks for the 1987 model year will be built here in the General Motors Truck & Bus Group's Pontiac East assembly plant, which is being renovated and expanded at a cost estimated at nearly $400 million.

Patrick J. Coletta, group operations director, said medium trucks produced in the plant since its opening in 1972 will be relocated to the nearby Pontiac Central manufacturing and assembly plant, in which heavy trucks and GMC RTS transit buses now are built.

The medium-truck line at Pontiac East will be shut down early next month, and production at Pontiac Central is scheduled to start in March, Coletta said.

Pontiac East, he noted, will be expanded to 2.3 million square feet with the addition of 700,000 square feet of floor space, and will include a new high-technology paint system.

When the project is completed in mid-1986, Coletta said, the plant will be a leader in vehicle-assembly technology, similar to the group's assembly plant now under construction near Fort Wayne, Ind., and a third plant operated by General Motors of Canada in Oshawa, Ont.

He added that the paint and body shops will be highly automated, using advanced-design robotics and computer-controlled equipment.

In full operation, he continued, the plant will produce about 210,000 vehicles annually on two

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Rockwell marketing 'rebuild' machinery

TROY, Mich.—Rockwell International Corp. is marketing a five-piece equipment package with which warehouse distributors and OEM dealers can rebuild drivelines or fabricate completely new drivelines to OEM standards.

According to Halden L. Booth, vice president—field sales and service parts, the package includes a cut/pull/push yoke press, a dynamic balancer, a straightener/welder, a special handling cart for large drive shafts and a workbench.

He said Rockwell offers financing, and added that "the purchase price includes on-site installation, tooling and a minimum of one-week training for machine operators."

"This package offers considerable savings in both time and labor over other equipment currently in use," Booth said. "It is more versatile and widely adjustable to minimize tooling changes and physical labor. It has the potential of paying for itself very quickly."

J. David Bell, driveline product manager, said a major feature of the balancer is its ability to balance at any speed up to 3,600 RPMs.

"In operation, most drivelines rotate between 1,500 and 2,300 RPMs," he added. "However, many balancers in use today turn at only 500 RPMs. The variably faster speeds of Rockwell equipment make it possible to detect even very small imbalances."

The dynamic balancer measures the amount of imbalance at both ends of the shaft, enabling the operator to position balance weights precisely. The balancer also has an optional pickup available for use with two-piece shafts.

Booth said the machinery package has been undergoing prototype testing for more than six months.

The cut/pull/push yoke press is used to cut new tubing, hydraulically disassemble and reassemble components, dress and chamfer tubing and press bearing caps in and out.

The straightener/welder has a two-jaw chuck for use in aligning tube and joint connections prior to and during welding. The chuck reduces the amount of tooling needed to repair a wide range of driveshafts, Booth said.

The handling cart helps the operator handle larger shafts and is used to disassemble shafts, load machines and act as a steady rest.

To help warehouse distributors and OEM dealers upgrade to Rockwell's new machinery, Booth said the company will help them dispose of existing equipment.

Fruehauf/GAC joint venture is one of three in race

POVECO bids for postal order

LAREDO, Tex.—POVECO, Inc., a joint-venture company incorporated by Fruehauf Corp. and General Automotive Corp., demonstrated its JV-500 Delivery Van here in competition for a major procurement being sponsored by the U.S. Postal Service.

The JV—500 is one of three vehicles being tested at the Uniroyal Proving Grounds in Laredo.

The new-generation delivery van has been developed to replace several existing vehicles for multistop, park and loop and special-delivery routes.

The POVECO van features right-hand drive with Ford powertrain and independent front suspension. The body is constructed of aluminum and structural plastics, with corrosion-resistant paint and processes POVECO said will ensure its long-life expectancy of 24 years.

In addition to the long-life requirements set down by the Postal Service, the JV-500 features low-cost maintenance and improved fuel economy, a POVECO spokesman said.

The Ford 2.3-liter gasoline engine has an electronic engine-control system to monitor engine sensors and continually adjust combustion functions to reduce emissions while increasing generated energy.

"Noteworthy among the JV-500 operational features are driver visibility and the overall layout of the driver's compartment," the POVECO spokesman said. "This is an important safety aspect and is directly related to reducing operator fatigue.

"The arrangement of vehicle accessories and controls has been established to include a natural, sequenced working pattern," he added. "Design of the vehicle's cargo area, with access through the roll-up rear door, as well as from inside through a protective partition, provides for overall ease of vehicle operation."

The Postal Service plans a production contract for 99,150 units with option rights for an additional 59,490 units. Delivery would be 1,100 vehicles per month starting in the second quarter of 1986.

Fruehauf Corp. and its subsidiaries, affiliates and licensees manufacture truck trailers in the U.S and 32 other countries.

General Automotive manufactures vehicles and equipment for the transportation industry through subsidiary companies, including Fixible Corp.; GAC Ireland, Ltd., and Atlas International.

Postal Service testing POVECO van

The JV-500 Delivery Van developed by POVECO, Inc., a joint-venture company formed by Fruehauf Corp. and General Automotive Corp., is one of three vehicles being tested by the U.S. Postal Service at the Uniroyal Proving Grounds in Laredo, Tex.

Big Three December, calendar year sales

	December		calendar year	
	1984	1983	1984	1983
Ford				
Vans	11,398	15,560	174,075	169,285
Club Wagon	2,319	3,639	32,103	30,446
Ranger	14,467	15,940	220,687	187,524
Courier	.....	.....	.....	5,657
Bronco	4,377	4,788	47,589	42,631
Bronco II	6,389	8,512	98,049	63,178
Pickups	36,146	43,783	540,885	453,108
Mediums	4,092	3,237	40,954	32,353
Heavies	1,202	919	12,373	7,776
Chevrolet				
Vans	8,961	11,693	155,421	141,575
Sportvan	1,322	1,587	21,902	18,178
Astro	1,544	.....	1,768	.....
S-10	12,712	15,637	188,661	198,222
S-10 Blazer	11,416	12,622	142,143	106,214
El Camino	1,427	2,008	22,997	24,010
Blazer	3,474	3,828	33,935	31,282
Suburban	3,578	3,511	50,843	37,222
Pickups	33,893	39,671	461,258	412,533
Mediums	1,439	1,013	19,911	15,351
Chrysler				
Vans	4,374	5,433	70,504	71,732
Ram Wagon	3,251	3,017	40,283	36,626
Voyager	7,498	3,334	82,793	3,914
Caravan	7,544	3,504	85,929	4,260
Mini Ram Van	2,268	18	21,794	18
Ram 50	3,992	2,640	51,298	33,141
Other Plymouth Trucks	.....	100	378	7,139
Ramcharger	2,703	2,464	28,551	21,415
Rampage	1,000	551	10,260	10,297
Pickups	11,483	8,203	134,264	85,636
GMC				
Vans	2,811	3,044	45,991	45,535
Safari	200	.....	217	.....
S-15	2,771	3,141	43,742	40,491
S-15 Jimmy	2,783	2,939	34,519	21,760
Jimmy	578	886	8,488	7,361
Caballero	194	187	2,702	2,160
Suburban	1,119	1,210	16,132	11,292
Pickups	8,636	9,962	121,704	105,741
P Models	1,460	319	7,036	4,071
Mediums	1,817	1,370	28,026	18,295
Heavies	854	640	14,282	7,442

Automotive World News

Brazilians are export experts

Europe's auto industry suffers the consequences

Each fresh news account about Brazil's expanding export operations brings into focus the fact that the South American country's vehicle market is locked to outsiders. The inevitable question: How long will Brazil's neighbors, other auto makers, and U.S. and European labor groups tolerate the one-way trade?

Fiat and Ford cars made in Brazil are sold in Europe. Mercedes-Benz truck kits flow to the U.S. Brazilian-made Chevrolet Monzas (J-cars) may soon be headed to Europe. Ford's world truck, based on the U.S. F-series chassis and European Cargo cab, will be made in Brazil and exported to the U.S., and possibly Europe, during 1985. Volkswagen do Brasil is developing a new lower-medium car to be pitched into export markets after its launch in 1985.

In return, Brazil imposes a 200 percent mark-up on car imports, which add up to just a few expensive models. Under the country's export promotion program, called Befiex, 11 percent tax breaks go to manufacturers that export vehicles and components.

Local content requirements vary, but all are high. In order to finance imports of key components, such as Ford transaxles from France, exports must exceed imports by a three-to-one ratio.

Continuation of these protectionist measures stem from Brazil's need to reduce its enormous debt burden of around $100 billion. The International Monetary Fund's intervention in February 1983 resulted in a 30 percent devaluation of the cruzeiro, and domestic price controls for an 18-month period. An inevitable result was a sharp increase in exports, including oil barter deals such as those between Volkswagen and Iraq and Nigeria.

These schemes are mutually beneficial (Brazil has no oil of its own), but are significant in another respect. They represent markets lost to European manufacturers which previously held them. The effect on employment and component sourcing in Europe is part of a broad and changing pattern as less developed nations take a larger share of world manufacturing.

Brazil has four main passenger-car makers—General Motors and Ford Motor Co. from the U.S., and Europe's Volkswagen and Fiat groups. They also produce light, medium and heavy commercial vehicles, although the medium, heavy and bus sectors are dominated by Mercedes-Benz. Sweden's Saab-Scania and Volvo groups concentrate on heavy vehicles.

Two notable absentees are Renault (France) and the Japanese. Toyota has a tiny operation that produces less than half a percent of Brazil's vehicle volume.Renault was present many years ago until it sold out to Ford, and its recent attempts to return have been thwarted. Since it would cost financially stricken Renault an estimated $1 billion to invest in a Brazilian operation, an early return is unlikely.

Chrysler Corp. sold its Brazilian business in the late 1970s to Volkswagen, which concentrates its truck production there.

Brazilian vehicle production peaked in 1980 at 1,165,000. Economic problems caused steep declines the following two years. There was a small recovery in 1983 to 896,300 units. Volume the first nine months of 1984 was down 6.6 percent, at 638,100, from a year earlier.

Most of the industry is centered around Sao Paulo, the Detroit of Brazil. Total employment is about 100,000, three-fourths what it was in 1980. An auto worker in Brazil works a 45-hour week, earning $3 to $4 an hour including benefits. Because of high unemployment and low wages, factories are not highly automated except for Ford's facility. Among major producers, only Fiat works just one shift, but introduction of its Uno car last fall and an ambitious export plan should result in two shifts soon.

Retail prices of Brazilian-made vehicles in export markets are about 35 percent below those of comparable models in Brazil. To a large extent this depends on exchange rates, however, and there are signs Brazilian-made vehicle prices are edging up toward European-produced models.

Volkswagen is the country's largest producer of passenger cars: 333,500 in 1983, about 43 percent of the total. GM made 187,700 (24 percent), Ford 134,800 (17 percent) and Fiat 115,800 (15 percent).

Fiat is the major light-truck producer (30,200 in 1983), followed by Ford (22,500) and GM (17,700).

Anfavea, the Brazilian manufacturers association, combines medium and heavy trucks in its statistics. Mercedes-Benz (17,100) is the main producer, followed by Ford (8,400) and VW (4,100). Scania, Volvo and Fiat numbers are smaller, but they sell well in heavy categories. Mercedes-Benz (5,200) produces more than four of every five buses made in the country.

Mercedes and, on a smaller scale, Fiat have enjoyed commercial-vehicle export success. For others it's been more a matter of catering to domestic demand. This may change, though, especially if world truck demand picks up, and Ford succeeds with its plan to use Brazil as an export base for trucks. The U.S. is a prime export target for the new Ford model which uses the European Cargo cab, a U.S.-style chassis and a diesel derived from a Brazilian tractor engine. Production is expected to start in early 1985.

GM may be thinking along similar lines, by possibly exporting a new Brazilian-made truck to the U.S. starting in early 1986. It's also believed GM do Brasil will begin making the four-wheel-drive Chevrolet Blazer before then, for the Brazilian market and export to the Middle East and Europe.

In the first nine months of 1984, vehicle exports netted Brazil $1.2 billion. Component exports added one-third more. Volume of shipments totaled 142,200 units, with Fiat (54,300) the leading exporter; its mainstays, apart from engines used in Italian-built cars, are the Panorama and 147 models, both based on the old 127. There was a drop in Fiat volume recently, but it's expected to increase substantially when Uno production is in full swing. Ini-

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Ready for export from Brazil to Europe, Ford Escorts are shipped to Norway, Finland, Sweden and Iceland, and will be introduced in Denmark, Greece and Switzerland.

The Brazilian-built Chevrolet Monza (identical to the Opel Ascona) is being tested in Sweden this winter, and is expected to be exported to Europe starting in September 1985.

SALES IN BRAZIL
Jan.-Sept., 1984
(Wholesale deliveries)

Manufacturer	Passenger cars	Commercial vehicles
Agrale	—	99
Fiat Auto	40,123	6,328
Ford	82,377	28,165
General Motors	108,439	18,192
Gurgel	46	607
Lafer	23	—
Mercedes-Benz	—	17,587
Puma	105	13
Saab-Scania	—	2,467
Toyota	97	2,304
Volkswagen	170,479	18,552
Volvo	—	1,196
Total	401,689	95,510

BRAZIL'S BEST SELLERS
Jan.-Sept., 1984

Lower-medium category

1. VW Voyage	57,136
2. Chevrolet Chevette	41,746
3. VW Golf	40,381
4. VW 1600	40,177
5. Ford Escort	39,198
6. Fiat 147	19,938

(258,444 units or 64.3 percent of all sales)

Intermediate category

1. Chevrolet Monza	53,022
2. VW Passat	15,136
3. Ford Berlina	14,403

(100,279 units or 25 percent of all sales)

Upper-medium category

1. Ford del Rey	11,825
2. VW Santana	7,624
3. Chevrolet Caravan	5,322

(29,904 units or 7.4 percent of all sales)

High category

1. Ford del Rey Ouro	9,258
2. Chevrolet Diplomata	1,881

(13,062 units or 3.2 percent of all sales)

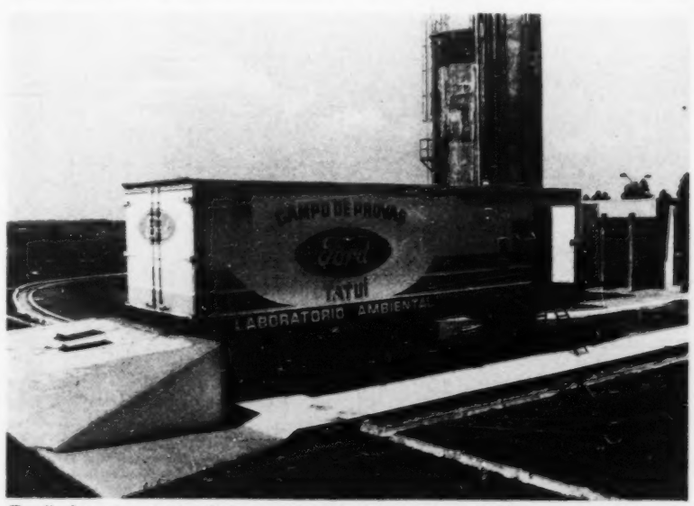
Statistics are from the Brazilian Manufacturers Assn., and are wholesale domestic deliveries, which totaled 401,689 in Jan.-Sept. 1984. Market categories are those used in Brazil.

PRODUCTION IN BRAZIL
Jan.-Sept., 1984

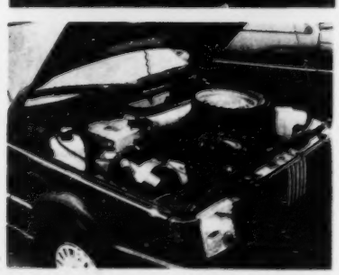
Manufacturer	Passenger cars	Commercial vehicles
Agrale	—	403
Farus	28	—
Fiat Auto	72,165	27,130
Ford	109,825	28,888
General Motors	124,035	18,578
Gurgel	27	642
Mercedes-Benz	—	21,324
Puma	94	12
Saab-Scania	—	2,529
Sta Matilde	50	—
Toyota	105	2,363
Volkswagen	214,522	13,974
Volvo	—	1,371
Total	520,851	117,214

BRAZIL EXPORTS
Jan.-Sept., 1984
(Built-up and CKD shipments)

Manufacturer	Passenger cars	Commercial vehicles
Fiat Auto	33,610	20,705
Ford	24,135	334
General Motors	17,690	583
Gurgel	—	42
Lafer	7	—
Mercedes-Benz	—	5,003
Saab-Scania	—	57
Toyota	9	54
Volkswagen	38,739	1,883
Volvo	—	171
Total	114,190	28,023



Ford's freezer on wheels is used for low-temperature testing.



Fiat Uno, introduced in Brazil in September, resembles the Italian version except for a front-end modified to position the spare wheel/tire beside the engine.

Automotive World News

News briefs

Continued from Page 40

Spain built its 500,000th Opel Corsa on Nov. 26, 27 months after production began.

Into politics

Vittorino Chiusano, president of Fiat-France, resigned to devote full time to his duties as a member of the European Parliament. His successor at the auto company is Giorgio Frasca.

German drop

Production of cars and station wagons in West Germany in the first nine months of 1984 fell 7.2 percent from a year earlier to 2.67 million units. The metalworkers strike was the cause. German vehicle exports were down only 4.3 percent.

Heavy numbers

Heavy trucks will be subject to a 40-tonne limit in the European Community, although the U.K. and Ireland will retain a 30-tonne figure. Still to be settled is the controversy over numbers of axles.

Nissan in India

India's new Premier car, based on the Fiat 124, will use Nissan engines starting next spring.

More LPG

Landi of Italy and Solex of the U.K. will be partners in a bid to boost sales of liquified petroleum gas (LPG) conversion kits. Main markets will be Italy, Holland and France. North American sales are being contemplated.

Peugeot wants cash

Peugeot Group is asking the French government for $210 million in low-interest loans. The money is needed to modernize the Aulney-sous-Bois factory north of Paris, where the forthcoming Citroen AX small car will be built.

Volvo goes for it

Sweden's AB Volvo wants to acquire the 17 percent share it does not already have in oil-trading company STC.

VW cuts loss

Volkswagen Group made a profit in first-quarter 1984, lost money in the second quarter due to the West German metalworkers strike, but made a profit again in the third quarter, and its nine-month loss of $1.55 million is one-fifth that of a year earlier.

French prices up

The French government, which controls prices of its domestic auto companies, allowed a two percent increase starting Dec. 15. A depressed French market is hampering revival plans of Renault and Peugeot.

Expecting an upturn

West German engineering group GHH, owner of truck and bus maker MAN, forecasts a return to profitability in 1984. MAN has been the main reason for the group's poor financial showing in recent years.

Brazil

Continued from Page 41

tially, Uno is made only as a three-door, but a five-door will follow in 1985. While Fiat is well represented with small cars in Brazil, it is weak in medium and larger-size models. No decision on expanding the line has been made, but some action seems likely.

Volkswagen do Brasil exports in January-September 1984 were 40,600. Its main activity is in Africa and the Middle East, though the Beetle still finds its way to Europe. VW do Brasil is developing a new model to fit between the Beetle and Gol (a South American version of the Golf with air-cooled engine). An announcement is expected in 1985. While Wolfgang Sauer, president of VW in Brazil, has gone on record as saying the car will be exported in substantial numbers to Europe, VW officals in West Germany insist it will not, maintaining it will go to what are becoming VW do Brasil's traditional export markets, Africa and the Middle East.

Biggest export growth in recent months was made by Ford which shipped 24,500 in the first nine months of 1984 compared with 13,900 in entire 1983. The growth pattern is expected to continue. Distribution of Brazilian Escorts in Norway, Sweden and Finland at the start of 1984 was followed by its introduction in November in Denmark (a European Economic Community member) and Switzerland. Ford officials in Europe deny Brazilian reports that the next market will be Greece, another of the 10-member EEC.

GM still produces the venerable Opel Rekord in Brazil under the names Chevrolet Opala, Commodore and Diplomat.

Escorts were introduced in Scandinavia at a price about 15 percent less than a German-made model, and sales took off. Today, however, prices are only seven percent less.

During 1985 Ford expects to export 35,000 Escorts, about one third of capacity. The sensitive area will be Denmark (and possibly Greece), where neighboring auto workers in Germany, Belgium and Britain will note the steady erosion of markets in what is—by common definition—their own backyard. Ugo di Stefano, Ford's Brazilian export-operations manager, acknowledges there may by repercussions.

According to Brazilian sources, Ford will broaden Escort's appeal in the next few months by introducing Ghia, Cabriolet and XR3 versions of the Brazilian Escort. These also will be exported.

For the 1986 model year, Ford is believed to be working on greater design and engineering commonality for the facelift of the Escort it makes in North and South America and in Europe. There now are many technical and styling differences; greater uniformity would make it simpler to sell one area's products in other regions. However, it also would open the question of whether South American models could be sold in North America. Ford European officials deny South American reports that Sierra will be made in Brazil. (It now is assembled in Argentina from German kits.) It is believed Sierra will replace the local Corcel in 1987, and will be sold in European and U.S. export markets.

An interesting point is where GM plans to export its Brazilian-made J-car. Chevrolet Monza, a sales success in Brazil, may enter Scandinavian markets alongside its German-made twin, Opel Ascona. GM officials maintain no decision has been made, but the fact that winter testing is going on in Scandinavia, and that the car is sold in Iceland, suggests GM is headed down that road. The belief in South America is Monza will go on sale in Scandinavia next fall.

GM has two concerns over such a move: upsetting its established sales and marketing policy in Europe, i.e., Opel and Vauxhall networks; and pricing Monza attractively compared to the-tried-and-trusted Opel models. As Ford hikes Escort prices, GM's job becomes harder.

Any move by GM to sell South American products in Europe would correspond with efforts to boost the volume of its international export sales with Brazilian, Japanese and South Korean-made products, provided they carry U.S.-style labels such as Chevrolet. The strength of the U.S. dollar has hurt exports of U.S.-made models, and GM wants to recoup those losses.

In trade of a different kind, Brazilian sources indicate, GM do Brasil will turn to Opel for its products in the late 1980s and early '90s. They would replace Opala and Commodoro with something akin to the Opel Senator, and replace Chevette with a model like the Opel Corsa.

All this increased export action poses still another problem for Brazil. The country lacks the harbor facilities to handle projected volumes, and may have to build a special harbor near Sao Paulo to handle large transport ships.

—Researched and reported by Knut Moberg and Richard Feast

Coffee, tea, cereal, cars?

Supermarket chain sells Austin Rover automobiles

By Richard Feast
European Editor

Selling cars alongside groceries in supermarkets isn't new. Plenty of shopping malls have auto showrooms and displays.

But Britain's Austin Rover Group (ARG) and Massa, the West German supermarket chain, are adding a new dimension. Massa will have 22 outlets operating in early 1985, providing a full sales, service and parts operation, plus the enticing prospect of servicing vehicles while the owners shop. In the first two weeks following the opening of 18 sites in West Germany in late October, Massa sold more than 500 cars. That's impressive considering ARG's entire 200-dealer network sold just 5,650 units the first nine months of 1984.

Says an ARG official: "It's been more successful than any of us dared hope." Morever, while there was some initial animosity from established dealers, it's subsided because they apparently have benefited from increased consumer awareness of Austin Rover products.

Massa expects to sell 4,500 vehicles, worth an estimated $23 million, in 1985. Alfred Massa supermarkets, concentrated in the central part of the country, have annual sales of more than $1 billion and employ about 8,600 people. Creating ARG showrooms and service facilities at 21 locations represents an investment of $6.6 million. For ARG that means adding a much-needed 10 percent to its dealer network in a nation where its recent sales have been poor. The West German new-car market is Europe's largest at about 2.4 million units in 1984. While ARG's share improved this year, it is still only 0.3 percent. "The German market represents, to us, the biggest opportunity of all in Europe, and we are giving it total commitment," says Mark Snowdon, recently switched from managing director-commercial to managing director-product planning of ARG.

As a group, Austin Rover depends heavily on the British market, where it is under constant pressure from Ford Motor Co. and General Motors' Vauxhall Motors Ltd. Now ARG is making a stronger export push, Snowdon declaring: "A key part of our strategy to obtain volume growth is an increase in export sales. While there are still opportunities for reasonable growth in the U.K., the market is not going to provide adequate growth by itself."

At current annual production of around 450,000 units, Austin Rover is making a small profit. But the need for 700,000 sales a year is apparent, and the weak links are the rest of Europe and the U.S.

In a few weeks, ARG's U.S. distribution plans for a car it is jointly developing with Honda are expected to be aired. The model will be introduced in first-quarter 1986. Until then ARG's export effort will be concentrated on mainland Europe.

Celebrating the opening of the first Massa outlet to sell and service Austin Rover Group products are, left to right: Bert Lawrence, ARG director of product and marketing affairs; Huw Jones, Austin Rover-Germany managing director; Georg Faber, Austin Rover-Germany sales and marketing manager; Wilfried Bechtolzeimer, Massa managing director; and Mark Snowdon, ARG managing director-product planning.

More modern and higher quality ARG products in France and Italy have been rewarded in those two important markets. ARG sold 30,400 units in France in 1983 and expects to boost its market share to 1.8 percent in 1984. Sales were 27,100 units in Italy in 1983, but came under heavy pressure from Italy's domestic auto makers this year, and market share probably will drop to 1.4 percent.

While its German sales are up in 1984, volume started from a low base (4,700 units and 0.2 percent market share in 1983). Sales in Belgium are up this year, but down in Holland. Spain, another major market, allows only a handful of imports under a strict quota system.

In contrast, ARG's U.K. sales in the first 11 months of 1984 were 301,400, 18 percent of the market, outpaced by Ford (28 percent) but still ahead of Vauxhall (16 percent), which is becoming more competitive.

The Massa deal indicates ARG is ready for an aggressive and original export thrust, although there is hesitancy about going the supermarket route in other countries. However, the concept appeals to Huw Jones, managing director of the local import company, who maintains, "For us, Massa represents the modern market place, the latest in the line of traditional markets that correspond to the horse or cattle markets of the 18th century. It is the point where, in 1984, people come to do their shopping. It is normal to be there."

Massa attracts 100,000 shoppers daily to its stores, the kind of captive audience that may be too much for not only ARG, but other auto makers, to ignore in other countries.

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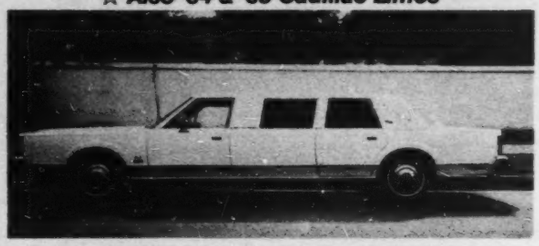

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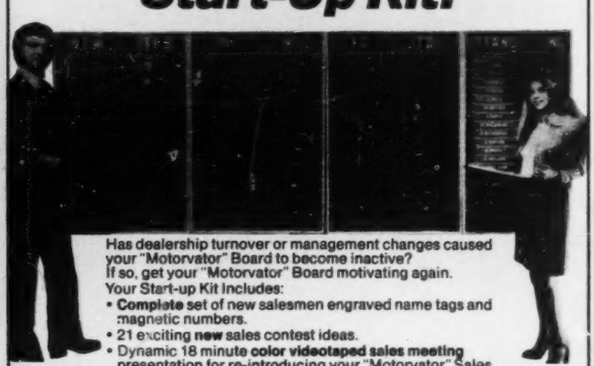

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874,290 is total for September

Month's registrations up 19 pct.

By Jenny L. King
Detroit Reporter

Total U.S. new-car registrations in September soared 18.92 percent above the number for the same month a year earlier. Registrations in the ninth month likewise were up compared with August, and the year-to-date total was a full 35 percent ahead of the first nine months of 1983.

According to figures compiled by R. L. Polk & Co., 874,290 new cars were noted on the books in September, up 2.65 percent from 851,715 the preceding month and up 18.92 percent over the 735,167 reported in September, 1983.

Imports were up in numbers September to September, but, as has been the pattern throughout 1984, their penetration was on the decline. For the month they lost 1.70 percentage points, down to 26.42 percent from 28.12 percent. Year-to-date share for imports was off 3.66 percentage points, to 24.61 percent from 28.27 percent.

Domestic registrations were up 3.09 percent from the August level, to 643,261 from 623,957. Compared with the year-earlier total of 528,420, they were up 21.73 percent.

Import numbers in September were up 11.74 percent, to 231,029 from 206,747. After nine months their total climbed 1.52 percent, to 1,881,318 from 1,853,210.

September saw General Motors accept a smaller share of the market than it had claimed a year earlier. Suffering the after-effects of a brief UAW strike, GM was down 1.69 percentage points, to 41.77 percent from 43.46 percent.

Its loss, added to that of the imports, bolstered the positions of American Motors, Chrysler Corp. and Ford Motor Co. Ford gained 1.92 percentage points, growing to 19.39 percent from 17.47 percent. Chrysler was up to 9.57 percent from 8.48 percent, and AMC gained 0.39 percentage points, moving to 2.85 percent from 2.46 percent.

The market-class breakdown in September, 1984 vs. 1983, showed a rather dramatic shift out of the intermediate and imports segments, into competing sizes. While U.S. intermediates shrank to 21.41 percent from 27.88 percent and imports slipped to 26.42 percent from 28.12 percent, subcompacts, compacts, standards and luxury models increased their presence.

Subcompacts climbed to 13.13 percent from 10.36 percent over the 12 months. Compacts grew to 18.49 percent from 15.59 percent. Standard-size cars were up to 12.17 percent from 11.99 percent and luxuries claimed 8.36 percent, up from 6.60 percent.

Excluding imports, the breakdown included: Subcompacts

Table on Page 66

growing to 17.85 percent from 14.41 percent; compacts up to 25.14 percent from 21.69 percent; intermediates skidding to 29.10 percent from 38.78 percent; standards slipping to 16.54 percent from 16.69 percent, and luxuries up to 11.37 percent from 8.43 percent.

Total new-car registrations in the U.S. for the first nine months of 1984 were up 16.60 percent from 1983, growing to 7,644,804 from 6,556,402. Registrations were up 35.15 percent placed beside the 5,656,444 for the same period in 1982.

Domestic registrations through September climbed 22.54 percent, to 5,763,486 from 4,703,192. They were up 45.48 percent from the 3,961,614 posted two years ago.

Imports, up 1.52 percent in numbers, to 1,881,318 from 1,853,210, plunged 3.66 percentage points in market penetration during the nine-month period.

Ford increased its year-to-date penetration by more than two percentage points and GM was up 1.82 percentage points. Ford finished the first nine months with 18.80 percent of the total market, up from 16.80 percent. GM had 45.25 percent compared with 43.43 percent a year earlier.

Chrysler stayed at 9.35 percent of the market while AMC was down 0.23 percentage points, to 1.91 percent from 2.14 percent and miscellaneous domestics were erased, to 0.00 percent from their former 0.01 percent.

Mazda dealerships offer new line of accessories

LOS ANGELES.—Mazda Motors of America (Central) and Mazda Motors of America (East), the two Mazda importers for the U.S., have begun a new vehicle accessories marketing plan, called Mazda Finish Line, offering accessory items through Mazda dealers.

The program brings together and makes available through Mazda dealers, for the first time, optional factory equipment such as upgraded vehicle audio systems, air conditioning, cruise control and wire wheel covers.

All items included in the program will be specially packaged and promoted, using the checkerboard Finish Line graphics.

The importers said that dealers in the past have been missing part of the accessory market that has traditionally been left to the aftermarket. Offering select Mazda accessory items direct from dealers will benefit customers as well as dealers, the importers said.

Finish Line products are designed for both new and older vehicles, said Frank Garard, group vice president, service, parts and consumer communications, Mazda Motors of America (Central).

Garard said the importer's marketing research has shown that accessories purchases don't peak until a vehicle is three years old.

Mazda will back the new program with a marketing campaign developed with Foote, Cone and Belding, Inc.

The Finish Line name and checkered flag graphic were chosen to reflect Mazda's success in motor racing and to connote a sense of quality, excitement and value, the importers said.

New products available for the RX-7 sports car include body styling pieces such as a polyurethane front air dam, a Corex rear spoiler and a brushed-finish, stainless steel roof band.

Also available for the RX-7 are a scratch-resistant tempered safety glass Moon Roof, rear window louvers, vinyl front body mask and halogen fog lamps.

Mazda 626 accessories include a polyurethane front air dam and lightweight aluminum rear wing, rocker panel moldings, center armrest with hidden storage area and fitted car covers.

GLC owners can choose items such as passenger side mirrors, digital clocks, wire wheel covers, air conditioning and cruise control.

One-piece polyethylene copolymer bed liners are available for the B2000 pickup.

Casement promoted at AMC dealership

DENVER.—Steve Casement has been named vice president of Colorado AMC-Jeep-Renault here and has assumed an ownership interest in the dealership.

Casement had been the firm's general sales manager.

NEW-CAR MARKET SHARES IN U.S.

	SEPTEMBER					9 MONTHS				
	Regis., Sept. 1984	Percent Share of Market	Regis., Sept. 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 9 Mos., 1984	Percent Share of Market	Regis., 9 Mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	124,295	14.22	102,021	13.88	+0.34	1,196,173	15.65	959,224	14.63	+1.02
Ford	108,491	12.41	81,010	11.02	+1.39	949,806	12.42	741,976	11.32	1.10
Oldsmobile	77,923	8.91	80,892	11.00	−2.09	816,975	10.69	705,135	10.76	−0.07
Buick	77,864	8.91	69,335	9.43	−0.52	690,538	9.03	600,077	9.15	−0.12
Pontiac	57,931	6.63	44,083	6.00	+0.63	525,121	6.87	375,128	5.72	+1.15
Mercury	47,814	5.47	35,448	4.82	+0.65	387,946	5.08	287,708	4.38	+0.70
Chrysler	31,004	3.55	21,757	2.96	+0.59	236,887	3.10	186,392	2.84	−0.23
Dodge	30,081	3.44	23,678	3.22	+0.22	267,299	3.50	228,991	3.49	+0.01
Cadillac	27,129	3.10	23,190	3.15	−0.05	230,060	3.01	207,927	3.17	−0.16
AMC	24,892	2.85	18,067	2.46	+0.39	146,319	1.91	140,248	2.14	−0.23
Plymouth	22,610	2.58	16,927	2.30	+0.28	210,377	2.75	197,905	3.02	−0.27
Lincoln	13,203	1.51	11,972	1.63	−0.12	105,774	1.38	71,960	1.10	+0.28
GENERAL MOTORS	365,142	41.77	319,521	43.46	−1.69	3,458,867	45.25	2,847,491	43.43	+1.82
FORD MOTOR CO.	169,508	19.39	128,430	17.47	+1.92	1,443,526	18.88	1,101,644	16.80	+2.08
CHRYSLER CORP.	83,695	9.57	62,362	8.48	+1.09	714,563	9.35	613,288	9.35	0.00
AMC	24,892	2.85	18,057	2.46	+0.39	146,319	1.91	140,248	2.14	−0.23
IMPORTS	231,029	26.42	206,747	28.12	−1.70	1,881,318	24.61	1,853,210	28.27	−3.66
MISC. DOMESTIC	24	0.00	40	0.01	−0.01	211	0.00	521	0.01	−0.01
TOTAL	874,290		735,167			7,644,804		6,556,402		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York, Oklahoma, 1984, from manufacturers' sales records. Oklahoma '83 figures not available

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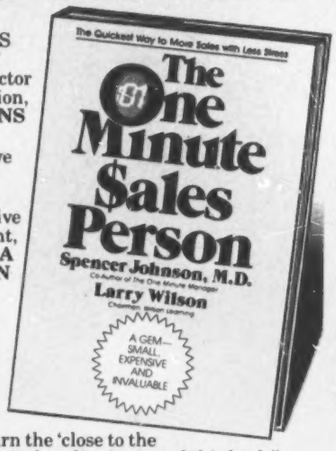
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'84 tallies top 4 million

Truck sales are next to best

Continued from Page 1B

all market segments and all eight weight classifications.

Light-truck sales were up 29.8 percent to 3,816,124 units, compared with the year-earlier 2,940,751. Mediums totaled 60,903, a gain of 27.7 percent over the 47,693 sold in 1983. Heavies rose 52.7 percent, 215,352 versus 141,030.

The number of unsold trucks in retailers' hands on Jan. 1 also was considerably higher than the previous year.

Dealers had 783,295 units in inventory at the start of the year, up 34.2 percent from the year-earlier 583,746.

Light-truck stocks totaled 720,875 on Jan. 1, a gain of 31.9 percent over the previous year's 546,430. Mediums were up 48.8 percent, from 9,230 in 1983 to 13,731. Heavies gained 73.4 percent, 48,689 versus 28,086.

Big Three truck dealers retailed 3,127,447 units during the year, an increase of 24.4 percent over the previous year's 2,514,871, with good gains for all four truck operations.

Ford's 1984 sales were up 17.6 percent over the previous year, 1,166,715 versus 991,958, while the Chevrolet total of 1,111,839 for 1984 was 12.9 percent higher than the previous year's 984,587.

In the final month of the year, Ford dealers retailed 80,399 new trucks, down 16.6 percent from the year-earlier 96,378. Chevrolet sales in December were off 13.3 percent, from 91,770 in 1983 to 79,606.

Dodge and Chrysler-Plymouth dealers retailed 44,133 units in the final month, an increase of 51.1 percent over the previous year's 29,202. Through December, the total was 526,054, up 91.9 percent from the year-earlier 274,178.

The Chrysler minivans—Dodge Caravan and Mini Ram Van and Plymouth Voyager—accounted for 36.2 percent of the company's 12-month total, with 190,516 sales in their first full year in the market.

GMC Truck & Coach Operation reported that 1984 was its second-best year with 322,839 sales, an increase of 22.2 percent over the year-earlier 264,148. The alltime GMC high of 351,257 sales was established in 1978.

In December, GMC dealers retailed 22,823 new trucks, a decline of 3.7 percent from the previous year's 23,708 units.

Sales of Jeep four-wheel-drive vehicles in 1984 also were the second-highest in the firm's history. The 12-month total was 153,801 units, an increase of 87.2 percent over the year-earlier 82,140. The record—161,912 sales—was set in 1978.

The downsized Cherokee and Wagoneer accounted for 57.2 percent of Jeep's 12-month total with 87,943 sales. In December, dealers retailed 14,186 vehicles, up 34.4 percent from the year-earlier 10,555, and the downsized models accounted for 64.3 percent of the total with 9,116 sales.

Sales of the compact Volkswagen front-wheel-drive pickup truck in 1984 totaled only 389 units, compared with 4,861 in 1983. The truck no longer is in production, and no sales were reported in the last two months of 1984.

All five U.S. distributors of the non-captive Japanese compact trucks reported record sales for 1984.

Toyota dealers retailed 264,183 units in the 12-month period, an increase of 54.4 percent over the previous year's 171,052 units. In December, a record 25,312 vehicles were sold, up 40.4 percent from the year-earlier 18,024.

Through December, Nissan/Datsun sales totaled 203,724 units, a gain of 48.3 percent over the year-earlier 137,355. The count included 95,162 trucks built in the Nissan plant in Tennessee.

In the final month of 1984, dealers retailed 16,936 vehicles, up 58.4 percent from the previous year's 10,694. Included in the December total were 8,192 U.S.-produced trucks.

Mazda dealers sold 119,127 small trucks in 1984, an increase of 56.4 percent over the year-earlier 76,150. The December total was 9,843, up 8.4 percent from the 9,078 retailed in the same month in 1983.

Through December, Isuzu sales soared 73.1 percent to 45,379, compared with 26,211 in the like period the previous year. During the month, dealers retailed 5,413 units, an increase of 51.4 percent over the year-earlier 3,575.

Mitsubishi's 12-month sales totaled 17,613 units, a gain of 89 percent over the 9,317 retailed in the like period in 1983. The December count was 2,106, up 84.4 percent from the year-earlier 1,142 units.

Hoping to set a record

Rudi Lins and Gerhard Plattner plan to make the fastest bus ride around the world in this Volkswagen bus. It is a rear-engine, four-wheel-drive model.

'Thinking' 4WD available for VW light commercials

VIENNA.—A new world record is in sight for Rudi Lins and Gerhard Plattner, holders of many long-distance world records in Porsches.

This time they are on the road with a Volkswagen bus, planning to do 28,000 miles by May, passing through 34 countries and touching all five continents.

If successful, the trip by Lins and Plattner will be the fastest drive through all five continents and the fastest bus ride around the world. Starting from Graz, Austria, the route takes them through the arctic and the tropics and, in North America, through the U.S. and Canada.

Their VW bus is one of the first four-wheel-drive VW commercials to be produced. VW is the first European manufacturer to offer a light commercial van and bus with "thinking four wheel drive."

Production has just started in the Steyr-Daimler-Puch plant in Graz.

The "thinking four-wheel drive" was developed in the Steyr-Daimler-Puch-Werke in Graz, in line with four-wheel-drive development work done for Mercedes, Steyr-Daimler-Puch itself, Fiat, Honda and other car makers.

The VW four-wheel drive is unique, as it is rear-engined. The propeller-shaft connecting the front wheels is not engaged and disengaged by the driver but automatically. It is, as VW R&D Chief Ernst Fiala describes it, hydrokinetic mesh.

Basically, only the rear wheels are powered but as soon as one of the wheels shows the slightest tendency to slip, the four-wheel drive is engaged and held as long as deemed necessary by the hydraulic and electronic devices. Because of the hydraulic change from two-wheel drive to four-wheel drive and back, the change is not noticed by the driver except for a little controlling light.

VW is offering all its rear-engined light commercials in this four-wheel-drive version.

VW hopes to sell 10,000 four-wheel-drive light commercials a year worldwide.

'87 GM pickups will be built in renovated plant

Continued from Page 1B

shifts.

Consolidation of the medium and heavy-truck assembly at Pontiac Central allows better use of existing space, according to Coletta.

"At the same time," he said, "the move allows us to incorporate new technology into the production process for the medium trucks."

Employes moving to Pontiac Central with the medium-truck assembly will receive at least 40 hours, Coletta said, and those hired to work in the new pickup plant in 1986 will participate in at least 120 hours of training before going to work.

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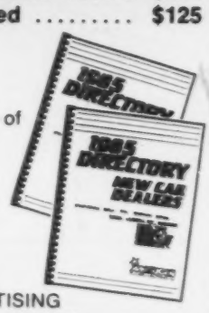

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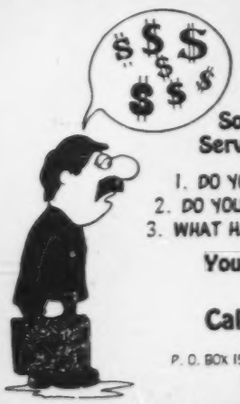

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NEW-TRUCK SALES BY MAKE AND GVW CLASS

TEN MONTHS, 1984 VS. 1983•

		Group 1 6,000 lbs. and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Oct. '84**	.....	.....	.....	.....	.....	.....	.....	**114**	**114**
	Oct. '83	.....	.....	.....	.....	.....	.....	.....	126	126
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**1,060**	**1,060**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	784	784
CHEVROLET	**Oct. '84**	**46,242**	**41,369**	**2,095**	.....	**29**	**709**	**885**	**82**	**91,411**
	Oct. '83	44,665	31,673	2,470	.....	28	585	651	39	80,111
	Year to Date '84	**461,906**	**404,432**	**29,326**	.....	**207**	**5,883**	**7,716**	**576**	**910,846**
	Year to Date '83	395,254	301,068	15,978	.....	234	4,748	5,908	391	723,581
(Memo Units)#	**Oct. '84**	**30,828**	**14,895**	.....	.....	.....	.....	.....	.....	**45,723**
	Oct. '83	29,018	11,314	.....	.....	.....	.....	.....	.....	40,332
	Year to Date '84	**314,934**	**164,585**	.....	.....	.....	.....	.....	.....	**479,519**
	Year to Date '83	264,755	123,635	.....	.....	.....	.....	.....	.....	388,390
DODGE	**Oct. '84**	**26,651**	**10,859**	.....	.....	.....	.....	.....	.....	**37,510**
	Oct. '83	12,947	7,902	.....	.....	.....	.....	.....	.....	20,849
	Year to Date '84	**234,191**	**113,542**	.....	.....	.....	.....	.....	.....	**347,733**
	Year to Date '83	123,789	81,509	.....	.....	.....	.....	.....	.....	205,298
(Memo Units)#	**Oct. '84**	**19,970**	**6,274**	.....	.....	.....	.....	.....	.....	**26,244**
	Oct. '83	8,200	5,812	.....	.....	.....	.....	.....	.....	14,012
	Year to Date '84	**169,798**	**70,792**	.....	.....	.....	.....	.....	.....	**240,590**
	Year to Date '83	78,452	59,764	.....	.....	.....	.....	.....	.....	138,216
FORD	**Oct. '84**	**25,985**	**68,466**	.....	.....	.....	**904**	**2,047**	**951**	**99,353**
	Oct. '83	29,453	53,785	.....	.....	.....	875	1,734	600	86,447
	Year to Date '84	**269,178**	**648,510**	.....	.....	.....	**10,271**	**21,173**	**9,741**	**958,873**
	Year to Date '83	275,163	451,137	.....	.....	.....	8,756	15,530	6,151	756,737
(Memo Units)#	**Oct. '84**	**26,952**	**21,724**	.....	.....	.....	.....	.....	.....	**48,676**
	Oct. '83	24,027	18,994	.....	.....	.....	.....	.....	.....	43,021
	Year to Date '84	**265,327**	**208,487**	.....	.....	.....	.....	.....	.....	**473,814**
	Year to Date '83	213,135	171,602	.....	.....	.....	.....	.....	.....	384,737
FREIGHTLINER	**Oct. '84**	.....	.....	.....	.....	.....	.....	.....	**1,731**	**1,731**
	Oct. '83	.....	.....	.....	.....	.....	.....	.....	1,224	1,224
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**13,201**	**13,201**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	8,845	8,845
GMC	**Oct. '84**	**11,621**	**11,750**	**129**	.....	**654**	**732**	**1,300**	**1,299**	**27,485**
	Oct. '83	9,731	8,919	91	.....	140	570	764	520	20,735
	Year to Date '84	**109,969**	**111,979**	**1,330**	.....	**3,072**	**5,494**	**10,894**	**10,651**	**253,389**
	Year to Date '83	87,817	93,588	544	.....	374	5,227	7,319	5,807	200,676
(Memo Units)#	**Oct. '84**	**7,162**	**4,411**	.....	.....	.....	.....	.....	.....	**11,573**
	Oct. '83	5,462	3,330	.....	.....	.....	.....	.....	.....	8,792
	Year to Date '84	**67,632**	**41,854**	.....	.....	.....	.....	.....	.....	**109,486**
	Year to Date '83	52,705	38,717	.....	.....	.....	.....	.....	.....	91,422
INTERNATIONAL	**Oct. '84**	.....	.....	.....	.....	.....	**2,219**	**1,633**	**2,869**	**6,721**
	Oct. '83	.....	.....	.....	.....	.....	2,315	1,079	1,733	5,127
	Year to Date '84	.....	.....	.....	.....	.....	**17,980**	**12,580**	**24,073**	**54,633**
	Year to Date '83	.....	.....	.....	.....	.....	16,757	9,345	15,587	41,689
JEEP	**Oct. '84**	**11,768**	**2,136**	.....	.....	.....	.....	.....	.....	**13,904**
	Oct. '83	4,931	1,998	.....	.....	.....	.....	.....	.....	6,929
	Year to Date '84	**101,046**	**17,510**	.....	.....	.....	.....	.....	.....	**118,556**
	Year to Date '83	34,758	21,092	.....	.....	.....	.....	.....	.....	55,850
(Memo Units)#	**Oct. '84**	**11,768**	**1,879**	.....	.....	.....	.....	.....	.....	**13,647**
	Oct. '83	4,931	1,683	.....	.....	.....	.....	.....	.....	6,614
	Year to Date '84	**101,046**	**14,750**	.....	.....	.....	.....	.....	.....	**115,796**
	Year to Date '83	34,758	17,819	.....	.....	.....	.....	.....	.....	52,577
KENWORTH	**Oct. '84**	.....	.....	.....	.....	.....	.....	.....	**1,101**	**1,101**
	Oct. '83	.....	.....	.....	.....	.....	.....	.....	1,050	1,050
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**11,248**	**11,248**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	6,023	6,023
MACK	**Oct. '84**	.....	.....	.....	.....	.....	**312**	**80**	**2,303**	**2,695**
	Oct. '83	.....	.....	.....	.....	.....	172	73	977	1,222
	Year to Date '84	.....	.....	.....	.....	.....	**2,860**	**606**	**17,184**	**20,650**
	Year to Date '83	.....	.....	.....	.....	.....	1,786	813	9,761	12,360
MERCEDES-BENZ	**Oct. '84**	.....	.....	.....	.....	.....	**208**	**83**	.....	**291**
	Oct. '83	.....	.....	.....	.....	.....	173	78	.....	251
	Year to Date '84	.....	.....	.....	.....	.....	**1,239**	**744**	.....	**1,983**
	Year to Date '83	.....	.....	.....	.....	.....	1,529	799	.....	2,328
PETERBILT	**Oct. '84**	.....	.....	.....	.....	.....	.....	.....	**1,230**	**1,230**
	Oct. '83	.....	.....	.....	.....	.....	.....	.....	930	930
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**10,353**	**10,353**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	6,252	6,252
PLYMOUTH	**Oct. '84**	**6,838**	**4**	.....	.....	.....	.....	.....	.....	**6,842**
	Oct. '83	190	166	.....	.....	.....	.....	.....	.....	356
	Year to Date '84	**64,621**	**117**	.....	.....	.....	.....	.....	.....	**64,738**
	Year to Date '83	3,668	3,285	.....	.....	.....	.....	.....	.....	6,953
VOLVO	**Oct. '84**	.....	.....	.....	.....	.....	.....	**123**	**59**	**182**
	Oct. '83	.....	.....	.....	.....	.....	.....	111	43	154
	Year to Date '84	.....	.....	.....	.....	.....	.....	**1,089**	**478**	**1,567**
	Year to Date '83	.....	.....	.....	.....	.....	.....	801	486	1,287
WESTERN STAR	**Oct. '84**	.....	.....	.....	.....	.....	.....	.....	**78**	**78**
	Oct. '83	.....	.....	.....	.....	.....	.....	.....	25	25
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**546**	**546**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	253	253
WHITE	**Oct. '84**	.....	.....	.....	.....	.....	.....	.....	**592**	**592**
	Oct. '83	.....	.....	.....	.....	.....	.....	.....	285	285
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**5,388**	**5,388**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,944	1,944
MISCELLANEOUS•	**Oct. '84**	**57,368**	**961**	**40**	**72**	**8**	**10**	**34**	**90**	**58,575**
	Oct. '83	38,020	456	.....	27	.....	.....	11	162	38,688
	Year to Date '84	**561,649**	**7,113**	**242**	**596**	**11**	**80**	**184**	**939**	**570,805**
	Year to Date '83	352,864	6,475	2	277	7	.....	195	801	360,621
TOTALS	**Oct. '84**	**187,485**	**135,545**	**2,264**	**72**	**691**	**5,094**	**6,185**	**12,491**	**349,807**
	Oct. '83	139,937	104,911	2,561	27	168	4,690	4,501	7,714	264,509
	Year to Date '84	**1,882,551**	**1,363,283**	**39,898**	**596**	**3,290**	**43,807**	**54,9868**	**105,438**	**3,344,739**
	Year to Date '83	1,273,313	958,154	16,524	277	615	38,803	40,710	63,085	2,391,481

•—No Oklahoma and Connecticut registrations.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. •—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Full line American Motors dealer

Robert Saks Mechigan signs to add Renault to Bob Saks AMC-Jeep-Renault, Farmington Hills, Mich. Witnessing are Thomas H. Noles, right, AMC Central regional sales manager, and Bob Wharen, AMC's Detroit zone manager.

factories list auction dates

American Motors

Jan. 22—High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

Jan. 23—Southern Auto Auction, E. Windsor, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Jan. 24—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Northstar Auto Auction, Shakopee, Minn.

Jan. 29—Aptco Auto Auction, Taylor, Mich.

Jan. 31—Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Jan. 22—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and Salt Lake Auto Auction, Salt Lake City.

Jan. 23—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Evansville Auto Auction, Evansville, Ind.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Jan. 24—Fredericksburg Auto Auction, Fredericksburg, Va.; Clanton's Auto Auction, Darlington, S.C., and Golden Gate Auto Auction, Fremont, Calif.

Jan. 25—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Jan. 29—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCar Prep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Jan. 30—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; South Seattle Auto Auction, Kent, Wash., and Southwest Auto Auction, Phoenix.

Jan. 31—Atlanta Auto Auction, Red Oak, Ga.; 166 Auto Auction, Springfield, Mo., and Arena Auto Auction, Chicago.

Feb. 1—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

Jan. 22—Aptco Auto Auction, Taylor, Mich.

Jan. 23—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Jan. 24—166 Auto Auction, Springfield, Mo.

Jan. 30—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

General Motors

Jan. 22—Southern Auto Auction, E. Windsor, Conn.

Jan. 23—Metro Auto Auction, Kansas City, Mo.; Clanton's Auto Auction, Darlington, S.C., and Golden Gate Auto Auction, Fremont, Calif.

Jan. 24—Indianapolis Auto Auction, Indianapolis.

Jan. 30—Denver Auto Auction, Englewood, Colo.

Jan. 31—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Model Breakdown
Auction Averages

	JAN. 1985	DEC. 1984	NOV. 1984
1985	$13,296		
1984	8,580	9,531	9,945
1983	6,053	6,768	6,999
1982	5,380	5,112	5,945
1981	4,343	4,454	4,823
1980	3,596	3,528	3,813
1979	2,882	2,932	3,119
1978	2,048	2,047	2,282
Overall Average	$4,769	$4,863	$4,923

Used Car Sales
Auction Averages

January to date	$4,769
Month ago	$4,957
Year ago	$5,052

used-car auction directory

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PLANNING A BIG SALE?

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Air-bag Tempos get good marks in safety tests

WASHINGTON.—Tests of the Ford driver-only air bag in 1985 Tempo four-door sedans show great life-saving potential, with or without use of the three-point belt. Somewhat surprisingly in these single tests, the head injury criteria level is better with the unbelted dummy.

These two tests made by Ford are part of the company's contract with the government to provide 5,000 Tempo/Topaz cars with driver air bags, 5-MPH bumpers and high-mounted stop lamps.

The air bags are only supplemental since the cars are certified to meet Standard 208 because they contain the usual three-point active belt systems which have to meet only static ("pull-and-stretch") tests.

Head Injury Criteria reading for the unbelted dummy was 377; chest deceleration reading was 52 Gs.

Head Injury Criteria reading for the belted dummy was 540 and chest reading was 52 Gs—the same as for the unbelted dummy.

A reading of 1,000 HIC and 60 Gs on the chest are generally taken to mean survival of a human being.

Dummy kinematics were roughly the same: Deployment at 24 and 25 milliseconds, full inflation at 43, knee contacts instrument pannel at 43 and 45 and head contact with the air bag at 49 and 53 milliseconds.

Would you believe 16-valve heads for Chrysler fours?

Shelby hunts 'cheap performance'

By Dan McCosh
Detroit Reporter

Chrysler Corp. performance guru Carroll Shelby says he wants to concentrate on "cheap performance," eschewing a head-to-head conflict with General Motors, Toyota's mid-engine sports cars and Ford Motor Co.'s plans for upscale sports cars from Europe.

"Pontiac could build a Fiero that would *bleep* on a Ferrari for $15,000," Shelby told the Detroit Auto Writers Group recently, explaining why he was more interested in seeking low-volume, specialized niches rather than building a ground-up sports car for a rapidly-crowding market.

Shelby, a consultant to Chrysler developing specialized performance cars, recently developed a 146-HP turbocharged version of the Dodge Omni GLH. Shelby also is responsible for special projects such as the Chrysler XT LaserCoupe, originally due this spring. Shelby said the XT project has been delayed problems can be worked out with the drivetrain.

Giving some hints about other projects in the works, Shelby said his company, Shelby American, Inc., Gardena, Calif., has tested:

1. A four-wheel-drive version of the Laser/Daytona (Chrysler G-bodies).

2. 4WD minivans.

3. 4WD Dodge 600-series sedans.

4. 16-valve heads for Chrysler's 2.2-liter and 2.5-liter four-cylinder engines.

In rapid-fire appraisals of current technical trends, Shelby was enthusiastic about multi-valve heads ultimately replacing turbocharging as a route to higher horsepower.

"There are lots of reasons. The combustion is cooler. You can get away from turbocharging. A 2-liter engine with a four-valve head can do the work of a 1.5 liter with turbocharging. On an extended warranty, you don't have all the warranty problems you get with the electronics you need for turbocharging."

Shelby said Chrysler will have a four-valve head on the market "in a very short time."

He also mentioned that Chrysler President Harold A. Sperlich recently was present in Italy at Chrysler's new European partner, Maserati S.p.A., viewing a 3-cylinder engine with five valves per cylinder developed by Alejandro De Tomaso that develops 195 HP and 225 pounds-feet of torque. He predicted the radical new engine could show up in a joint Chrysler-Maserati project sometime in the future.

But Shelby also hinted Chrysler is cooling on the development of a two-seat sports car via the Maserati venture. "There are a *lot* of sports cars out there," he said. "Maserati has a (luxury) connotation," he said.

Future performance cars may well be assembled in small assembly lines outside the major manufacturing plants, he added, indicating he was interested in adding such an operation to his far-flung enterprises, which include specialty cars, Texas chili and a newly introduced taco sauce.

Lawsuit seeks to halt deal on DeLorean ranch

By Matt DeLorenzo
Los Angeles Reporter

SAN DIEGO.—A lawsuit seeking to stop the transfer of John Z. DeLorean's ranch near here to Howard Weitzman, who represented the former auto maker in his drug trial, has been delayed until Feb. 26 while attorneys for both sides work on a settlement.

The suit was filed in federal court here by D. W. Allard Jr., trustee for the defunct DeLorean Motor Co.

During a pretrial hearing last week, Jack Gray, an Atlanta attorney representing the trustee, told Judge J. Lawrence Irving he is working on a settlement with Weitzman and asked for the delay. If a settlement is reached, Gray said it would have to be aproved by bankruptcy court in Detroit, where Chapter 7 liquidation proceedings are ongoing.

The main thrust of the trustee's case is that the transfer of DeLorean's Pauma Valley ranch (which has been valued at various times between $2 million and $5 million) to Weitzman to cover legal fees is excessive compensation.

Also at pretrial hearing, a motion to have Weitzman disqualified as an attorney in the case was denied, and it was stipulated that depositions taken from DeLorean would remain under seal.

Judge Irving also instructed that any future motions or filings in the case be made by Gray. Referring to several other motions filed by Sheldon Toll, the Detroit attorney for the trustee, Irving said it appears attorneys for the creditors may be hounding DeLorean.

Sport Chevrolet cares

Robert Fogarty, center, Sport Chevrolet, Silver Spring, Md., receives a "C flag" (C for caring), symbolizing a citation from President Reagan in recognition of the dealership's service to the community. James K. Coyne, left, special assistant to the President for the Private Sector Initiatives Program, and Peter Ueberroth, chairman of the 1984 Olympics and now commissioner of baseball, made the presentation. Sport Chevrolet sponsors an extensive program of aid to handicapped persons.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
SEPTEMBER, 1984 VERSUS SEPTEMBER, 1983

	1984		1983	
	Month	Year	Month	Year
AMC Alliance FWD	14,597	77,364	13,079	98,442
Encore	8,239	54,188	1,987	1,987
Spirit	0	0	193	4,627
Concord	0	0	146	8,923
Concord SW	0	0	122	4,053
Eagle 4WD	329	2,910	710	7,629
Eagle 4WD SW	1,727	11,857	1,830	14,587
TOTAL AMC	12,719	121,427	10,846	122,181
Chrysler Laser FWD	4,255	40,093	526	526
LeBaron GTS FWD	2	2	0	0
LeBaron FWD	7,400	66,134	4,832	51,274
LeBaron SW FWD	903	7,581	1,137	8,403
E Class-NY FWD	7,312	60,625	9,598	56,381
Cordoba	0	0	496	9,797
NY Fifth Ave-Newpt	11,132	62,452	5,128	58,804
Imperial	0	0	40	1,207
Total	31,004	236,887	21,757	186,392
Plymouth Horizon FWD	7,079	57,490	4,560	39,709
Turismo FWD	4,317	35,783	2,817	26,287
Reliant FWD	6,659	75,481	6,425	86,440
Reliant SW FWD	2,444	29,082	2,754	34,286
Caravelle FWD	637	637	0	0
Gran Fury	1,474	11,904	371	11,183
Total	22,610	210,377	16,927	228,991
Dodge Omni FWD	5,987	49,666	4,044	35,546
Charger FWD	4,735	39,179	4,005	33,129
Daytona FWD	3,495	33,037	440	440
Aries FWD	5,676	57,966	5,731	63,093
Aries SW FWD	2,247	23,645	2,185	27,251
Lancer FWD	2	2	0	0
600 Coupe FWD	2,159	18,123	1,907	23,944
Diplomat	2,555	19,011	1,327	18,784
Mirada	0	0	280	3,896
600 FWD	3,225	26,670	3,759	22,908
Total	30,081	267,299	23,678	197,905
TOTAL CHRYSLER CORP.	83,695	714,563	62,362	613,288
Ford Escort FWD	23,629	195,168	14,787	183,623
Escort SW FWD	6,669	61,484	4,476	62,303
EXP FWD	2,768	20,900	1,297	17,911
Fairmont	0	0	980	45,550
Tempo FWD	21,741	188,365	18,977	58,325
LTD	12,870	105,144	8,861	84,066
LTD SW	3,458	39,804	3,513	33,957
LTD Crn. Victoria	12,254	104,625	6,966	73,735
LTD Crn. Victoria SW	2,317	22,230	1,193	15,474
Mustang	11,108	98,796	7,006	84,666
Thunderbird	11,677	113,290	12,954	82,366
Total	108,491	949,806	81,010	741,976
Lincoln Town Car	8,329	59,392	9,376	40,826
Mark VII	1,864	23,456	1,848	20,608
Continental	3,010	23,456	1,848	20,608
Total	13,203	105,774	11,972	71,960
Mercury Lynx FWD	4,399	38,200	4,792	47,933
Lynx SW FWD	1,202	10,401	1,197	13,354
LN7 FWD	0	0	186	4,561
Capri	1,166	13,534	1,605	16,984
Zephyr	0	0	199	13,090
Topaz FWD	6,449	54,852	5,806	18,099
Marquis	8,475	67,075	3,639	35,559
Marquis SW	1,507	9,970	1,400	12,061
Grand Marquis	12,318	95,310	5,646	62,921
Grand Marquis SW	1,195	11,834	706	9,351
Cougar	11,103	86,770	10,270	53,795
Total	47,814	387,946	35,448	287,708
Lincoln-Mercury Division Total	61,017	493,526	47,420	359,668
TOTAL FORD MOTOR CO.	169,508	1,443,526	128,430	1,101,644
Buick Skylark FWD	8,489	76,120	5,628	76,558
Skyhawk FWD	10,382	86,787	4,158	46,905
Skyhawk SW FWD	1,043	8,431	739	8,082
Somerset Regal FWD	107	107	0	0
Century FWD	15,452	131,834	14,545	100,361
Century SW FWD	1,892	21,589	3	3
Regal	14,665	147,222	20,303	159,751
Regal SW	0	0	799	11,039
LeSabre	13,418	107,555	10,739	93,751
Electra	725	33,885	6,387	55,277
Electra FWD	6,566	28,693	110	110
Buick SW	1,207	10,841	1,202	13,931
Riviera FWD	3,945	37,474	4,722	34,309
Total	77,864	690,538	69,335	600,077
Cadillac DeVille	5,000	76,943	9,510	93,216
DeVille FWD	7,073	24,763	96	96
Cimarron	1,804	13,695	1,251	14,447
Fleetwood & Chassis	1,891	28,780	3,074	30,022
Fleetwood FWD	2,814	10,297	32	32
Eldorado FWD	5,761	49,972	6,363	48,335
Seville FWD	2,786	25,610	2,864	21,779
Total	27,129	230,060	23,190	207,927
Chevrolet Chevette	13,398	133,512	13,599	132,000
Camaro	17,179	154,593	12,928	128,316
Cavalier FWD	27,666	215,890	13,747	126,194
Cavalier SW FWD	7,256	67,118	5,986	49,373
Citation FWD	5,642	72,426	5,696	74,005
Malibu	0	0	3,761	39,738
Malibu SW	0	0	2,796	38,886
Celebrity FWD	15,534	170,796	15,874	114,399
Celebrity SW FWD	6,859	70,595	0	0
Monte Carlo	7,485	95,190	8,122	70,028
Impala	3,802	40,452	2,826	34,873
Caprice	12,403	109,780	10,295	90,549
Chevrolet SW	4,718	44,998	4,071	42,060
Corvette	2,353	20,823	2,320	18,802
Total	124,295	1,196,173	102,021	959,224
Oldsmobile Omega FWD	1,825	32,371	2,709	39,704
Firenza FWD	4,282	36,043	2,288	23,750
Firenza SW FWD	1,143	10,651	868	9,536
Calais FWD	240	240	0	0
Cutlass Ciera FWD	14,260	157,296	18,304	126,267
Cutlass Ciera SW FWD	2,830	32,763	3	3
Cutlass Supreme-Calais	19,079	244,978	24,664	215,474
Cutlass SW	0	0	1,195	16,348
Delta 88	18,571	178,057	14,627	146,594
98	320	36,563	10,731	81,519
98 FWD	9,816	34,951	23	23
Oldsmobile SW	1,999	22,807	1,927	18,962
Toronado FWD	3,558	30,255	3,553	26,955
Total	77,923	816,975	80,892	705,135
Pontiac 1000	2,354	20,880	3,005	26,054
Firebird	8,707	78,364	6,543	66,178
Sunbird FWD	11,173	87,804	4,562	53,942
Sunbird SW FWD	1,061	9,330	990	9,310
Grand Am FWD	114	114	0	0
Phoenix FWD	1,141	11,097	1,587	20,117
Bonneville	5,024	51,968	6,338	48,396
Bonneville SW	0	0	1,094	11,378
6000 FWD	7,844	77,306	8,310	61,464
6000 SW FWD	1,256	14,812	0	0
Grand Prix	5,677	56,838	7,823	64,972
Parisienne	4,587	29,893	2,564	9,906
Pontiac SW	1,280	11,903	521	2,665
Fiero	7,713	74,812	746	746
Total	57,931	525,121	44,083	375,128
TOTAL GM CORP.	365,142	3,458,867	319,521	2,847,491
Miscellaneous Domestic	24	211	40	521
Domestic Station Wagon Total	56,213	553,726	42,707	466,656
Domestic Grand Total	643,261	5,763,486	528,420	4,703,192
Import Total	231,029	1,881,318	206,747	1,853,210
Grand Total All Registrations	874,290	7,644,804	735,167	6,556,402

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available.

Biggest transformation since days of Durant and Sloan

GM: A new global conglomerate

Continued from Page 1

conglomerate, which already includes equity investments in artificial intelligence and machine vision companies. GM has also set up a Military Vehicles Operation to study military business.

It would be logical for GM's future investments to include aerospace and financial service acquisitions which will circle the automotive business like the rings of Saturn.

"The recent investments are both vertically and horizontally integrated but it goes even farther," said Maryann Keller, an auto analyst and director of Vilas-Fischer Associates. "GM will need computers in the future and the new business will likely be related to what GM already has.

"If you put the auto business at the center of the corporation and then draw arrows from the present investments, they not only point toward the center but off into business outside GM and also point to one another."

Smith has reportedly been making the rounds in the defense and aerospace industries seeking some kind of merger or equity situation. A deep involvement in aerospace could lend new meaning to Chrysler Chairman Lee A. Iacocca's forecast that GM would become Global Motors with the Toyota joint venture.

GM now has the potential of becoming intergalactic. GM will be launching its own satellite in the near future, allowing it to be possibly the second largest commercial phone company in the world.

One of the most interesting aspects of GM's recent investments is that it has not gobbled up companies, but instead has left them to improve their own earning power and creativity. It has not stifled those companies by making them a part of such a large corporation, Keller said.

Even Electronic Data Systems, which GM bought for $2.55 billion, has its own stock, which creates incentives for it to add business outside of GM.

GM's existing automobile business and its existing financing subsidiary, General Motors Acceptance Corp., will be used as integral parts of the conglomerate as well as providing the means for acquiring additional pieces. Those could include an acquisition in the aerospace frontier, more military business and business expansions in GMAC.

GMAC, which has made no acquistion in the financial services area, is likely to move in that direction. A strategic planning team was formed last fall at GMAC to explore additional business opportunities.

• GMAC and the automotive groups are the cash cows, providing the financial ability for GM to acquire new business interests, while the newly acquired EDS is the thread that ties the whole network together.

The new Saturn Corp. is the classrooom to test the new business concepts and build a car which will be marketed as "one of a kind" in a separate showroom.

EDS is building for GMAC a new data processing system that will take GMAC into the deregulated environment of the 1980s and 1990s. GMAC already is the largest finance company in the U.S. In 1984, it became the first to hit the $1-billion-asset mark. It has 300 branches.

EDS is the expert in the financial services field with a third of its business falling into that category.

The system EDS will build for GMAC, whose business so far has been primarily providing loans for GM car buyers, ultimately will cut the costs of GMAC's business while providing improved and expanded services. The system may involve one-stop shopping for car loans and insurance with instantaneous credit approval and electronic transfer of funds.

Undoubtedly, GMAC will have the ability to do even more.

On the manufacturing side, GM will be the leader in moving the auto industry from a labor-intensive industry to an information-intensive industry, some say.

GM is becoming the computer lexicographer for the automobile industry and, perhaps ultimately, for the manufacturing world. It already has set the communication standards on the factory floor. Now it is setting the standard for how the industry communicates with it suppliers, a standard that may eventually spread to the rest of the manufacturing world.

Ford Motor Co. and Chrysler Corp. have already met with GM to create a common computer language for suppliers, which likely would be provided to the supplier by EDS. It is possible, then, that EDS could wind up as the provider for the entire auto industry.

GM is also establishing a similiar computer network for its dealers which would connnect them directly with the factory floor.

GM is negotiating a new dealer franchise agreement and that, some sources say, will give the corporation more control over the dealer. GM may be able to decide where a franchise could be located, what equipment will be needed and what kinds of training new employes will need. It may give the company more control over the customer's financing arrangements.

GMAC's new system may be able to offer the customer a better rate in exchanage for the customer allowing GMAC to electroncially deduct their car payment from their bank account, cuttting costs and paperwork.

Saturn will be the culmination of all of these things and will represent the latest in worker training, high-tech and automation.

Joseph Sanchez, president of Saturn Corp., said that within the next three years, the customers will be able to buy insurance to guarantee the workability of their GM vehicles.

"It will be a function of the cost of that car," he said.

That is another peg in the one-stop shopping theory of buying a car.

The new Saturn Corp. is not only GM's classroom but is also the vehicle being used to tell the rest of the world that the Henry Ford days of auto assembly are over. The modular components expected in the first vehicles from that newly formed company offer new ways to design and assemble vehicles, cutting both cost and time from drawing board to delivery.

Once the Saturn plant is built, suppliers may be under the same roof as the assembly plant and all its workers could end up being salaried, which would cut labor costs.

The reorganization of the car groups is the crux of the entire business philosophy. It has streamlined operations, eliminated duplication—which cuts costs—and left the door open for the divisions to create their own companies outside of GM, and that generates more money.

GM is not sparing any money in making its two auto groups powerful. The groups are Chevrolet-Pontiac-GM of Canada (CPC) and Buick-Oldsmobile-Cadillac (BOC). GM will spend $6 billion to $7 billion a year for the foreseeable future for modernization, innovation and new plants.

"Five years ago, GM was only an auto company lumped in with Ford and Chrysler and distinguished only by its size," Keller said. "In the past, GM was like a great, big plum, ripe for picking and everybody scratched a little off. GM was slow to react."

Five years ago, the recession hit the auto industry, and GM's leaders took advantage of it. They figured out what was wrong with the company and began to change it.

A similiar situation hit GM during the early days of Durant and Sloan, and their new business theories pulled GM out of the mire.

Durant was thought of as the dreamer, the visionary, but without pragmatism. Sloan was also a visionary but he was a manager, a pragmatist and an organizer.

Smith is also considered by many to be a visionary with big dreams but is also pragmatic, as is McDonald.

Smith also seems to be a student of history.

"I have always believed in planning big," Sloan said in his book, My Years with General Motors, "and I have always discovered, after the fact, that, if anything, we did not plan big enough."

Pontiac studies new type of station wagon

Continued from Page 3

handling characteristics, package size and so forth.

Pontiac also hopes to improve its sales from about 700,000 in 1984 to about 800,000 units in 1985, with the Grand Am accounting for all of the 100,000 increase. Pontiac sold 704,684 cars in 1984, up 27.4 percent from 1983. The Pontiac Sunbird was the division's best seller in 1984, followed by the 6000, Firebird and Fiero.

But, Losh said, the outlook for the industry is basically flat for 1985 with improvement of only a point or so.

obituaries

James L. Conlon

COLUMBUS, O.—James L. Conlon, 89, retired general manager of General Motors' former Buick-Oldsmobile-Pontiac Assembly Division (the division later became GMAD), died here Jan. 14. Mr. Conlon began his GM career in 1925 as an hourly-rate employe. From 1949-52, he was general manager of Ternstedt Division. He was named to the B-O-P Assembly Division post in 1952 and retired in 1960.

Exclusive Rolls-Royce facility

McGinnis Rolls-Royce has opened its full-service facility in Houston. Previously, the facility was housed at McGinnis Cadillac Rolls-Royce.

AMC stockpile balloons; promotional fiasco blamed

Continued from Page 67

Jeep line. Jeep sales last year totaled 153,000, an increase of about 90,000 over the previous year. But continued weakening of the domestic subcompact market class has created problems for AMC's passenger car line.

Supply of the Alliance subcompact climbed from 84 days on Dec. 1, 1984, to 147 on Jan. 1, 1985. The Encore hatchback went from 84 days to 129 days during the same period. The four-wheel-drive Eagle soared from 73 days on Dec. 1, to 99 days on Jan. 1.

The company's Renault imports are also piling up. The European-built inventory stood at 195 days on Jan. 1, up from 169 days on Dec. 1.

Alliance/Encore U.S. sales for December totaled 8,609, 35 percent below the same period a year earlier, and off 32 percent from November. Eagle sales were pegged at 1,660 for December, down 39 percent from December, 1983, and off 26 percent from November.

To stimulate sales of it Renault products, the company has been running incentive programs since the beginning of the model year. The company had used interest-rate financing breaks before declining rates nationally convinced the auto maker last month to cut prices instead.

The price of the base two-door Alliance was lowered $166, effective Dec. 26, to $5,995, while all other Alliance models were reduced $111. In five states—California, Hawaii, Alaska, Washington and Oregon—the base Alliance was reduced $394 and other Alliance models were lowered in price by $339.

At the same time, the base two-door Encore hatchback was dropped by $64 to $5,895. The price of other Encore models was also reduced $64.

"They've got to get rid of cars, that's why they are reducing prices at a time when GM is raising prices," said Detroit auto analyst Arvid Jouppi. "They know they've got to make it with Alliance/Encore and they are trying to do it with price. American Motors cannot afford to give up its share of the market."

Philip Fricke, an analyst at Goldman Sachs, in New York, said the glutted AMC pipeline reflects market conditions.

"In general, what it says is that the market continues to be in higher-priced upscale cars," he said. "Where there is demand in the economy cars the competition keeps intensifying. AMC just lacks competitive product."

Jouppi said "there is always the temptation" among auto makers to hike year-end shipments since deliveries to dealers show up as sales on the year-end balance sheet.

"Chrysler used to do it all the time before Lee Iacocca came," he said. "AMC has been pushing the dealers and the AMC dealers are in a position to deal. That is where I have been sending people."

Carl DiSalvo, an AMC-Jeep-Renault dealer in Aspen. Mo., and chairman of the AMC Dealer Advisory Council, said he is concerned with his own large inventory, but expects sales to pick up.

"The (subcompact) market is not what it was a year or two ago," he said. "For Renault, it is just a case of the market slowing up, and I don't think anyone was really prepared for it. But I kind of think people are going to start watching their pocketbooks more. Two thousand dollars is going to be a lot of money one of these days."

Although the AMC/Renault inventory is high, DiSalvo said he is not aware that retailers have been unduly pressured to take cars.

"It has not been brought to my attention that anyone has been forced to take any cars," he said. "I know we aren't."

DiSalvo said he welcomes the company's sales stimulation programs.

"Anything is helpful in a market that is a little tough," he said. "The price-cutting has worked some. I don't think the cuts have been big enough to be real significant, but anything helps."

Car sales show 28 pct. increase as 1985 opens

Continued from Page 2

up 35.42 percent. Ford was up 38.82 percent for the period, Mercury was up 28.13 percent and Lincoln was up 76.81 percent.

At American Motors, AMC was off 49.04 percent and Renault dropped 8.60 percent based on the company's estimated-sales report.

But GM strikes may cut total

Makers schedule 182,782 cars

By Louise Kertesz
Detroit Reporter

With 17 plants working overtime, domestic auto makers continued to schedule production at a high level last week. Output was pegged at 182,782 units, a dip of 1.50 percent from the previous week's 185,560.

But last week's totals do not reflect downtime due to strikes at General Motors plants that build the Buick Electra and Oldsmobile Ninety-Eight (Wentzville, Mo.) and the Chevrolet Corvette (Bowling Green, Ky.).

Last week's build was 12.50 percent higher than the year-ago week's 162,469.

So far this year, 480,024 cars have been assembled, 6.78 percent more than the 449,528 completed last year at this point.

Last week's scheduled output was shared as follows: GM, 58.14 percent; Ford Motor Co., 22.69 percent; Chrysler Corp., 13.84 percent; American Motors, 2.30 percent; American Honda, 1.77 percent; Volkswagen of America, 1.15 percent, and New United Motor Mfg., Inc., 0.11 percent.

Daily overtime was scheduled at all nine Ford plants last week.

GM scheduled two overtime shifts Saturday (Jan. 19) at the following plants: Detroit; Arlington (Tex.); Doraville (Ga.); Framingham (Mass.); Leeds (Mo.); Norwood (O.); Orion Township (Mich.), and Flint (Buick B and G Lines).

California court overturns denial of BMW franchise

SACRAMENTO, Calif.—The California Court of Appeals has turned back a bid by the New Motor Vehicle Board to expand its authority in controlling where new auto dealerships may be located.

The board, which is made up of nine members, four of whom are licensed new-car dealers, has been a source of irritation to auto makers since it was created in 1967 to hear appeals of new-car-dealer licensing decisons made by the Department of Motor Vehicles.

In 1977, the board was held to be a "slanted adjudicatory tribunal" incapable of offering manufacturers procedural due process in a case involving American Motors and one of its dealers

And in spite of 1979 legislative action strictly outlining its functions, the board was again held to be a biased tribunal in a 1983 case involving Chevrolet and one of its dealers.

The issue came up again when Hal Watkins, Hal Watkins BMW, Camarillo, Calif., sought to keep BMW from locating another dealer near him on the grounds that even though the new dealer would be 15.2 miles from Watkins' facility instead of inside the appealable distance of 10 miles, such an appointment would constitute a modification of Watkins' franchise.

The New Vehicle Board agreed with him, but on appeal by BMW, the Court of Appeals has now ruled that, notwithstanding BMW's arguments that the composition of the board is unconstitutional, it lacks jurisdiction over the Watkins protest.

The court found that the board's interpretation of the relevant statutory provisions is unconstitionally impermissible and that the board had no business deciding the matter to begin with.

The court said that Watkins' contract with BMW expressly states that he is not an exclusive dealer and that BMW reserves the right to appoint other dealers whether in Watkins' geographic area or not.

The Appeals Court said that if it agreed with the board, BMW could never create a new dealership without establishing good case before the board and the result would be that existing BMW dealers would be accorded a perpetual territorial monopoly.

China explores deal to build Land Rover

LONDON.—China is dickering with BL over the possibility of setting up a joint-production Land Rover plant, according to a report published here.

Apparently, no decision has been reached on production goals, size of investment or whether the Chinese plant would assemble kits or manufacture the vehicles. Land Rover now manufactures vehicles in 20 plants around the world.

Truck production slips but stays above 63,000

U.S. truck makers targeted production of 63,728 units last week, slipping 2.92 percent from the previous week's 65,647 but 6.02 percent better than the year-ago week's 60,106.

This year's build of 166,464 trucks is keeping pace (down 0.58 percent) with last year's 167,444 units completed at this point.

Ford Motor Co. scheduled daily overtime at all eight of its plants last week.

General Motors scheduled Saturday (Jan. 19) overtime at its No. 1 plant in Flint.

Canadian output of cars slips; trucks climb

Canadian auto makers scheduled production of 20,446 units last week, 11.37 percent below the previous week's 23,068, which was the best output in eight weeks.

Last week's build was 13.85 percent below the year-ago week's 23,732.

So far this year, 54,955 cars have been assembled, 6.99 percent behind last year's 59,084 completed at this point.

Truck makers pegged last week's assembly at 18,704 units, holding steady (up 0.68 percent) with the previous week's 18,578 but up 17.85 percent over the year-ago week's 15,871.

Chrysler's Windsor plant completed 2,580 Plymouth Voyagers, 2,742 Dodge Caravans and 594 Mini Ram Vans last week, bringing the T-115 total so far this year to 15,980.

Bankruptcy court to consider bid for Terex Corp.

CLEVELAND.—A plan to reorganize Terex Corp. that would see First of Boston Corp. become a major owner is being prepared for U.S. Bankruptcy Judge Harold F. White.

Calling the proposal "good news," Raymond T. White, chief operating officer of Terex which filed for Chapter 11 protection, added that the reorganization plan could see the company being taken over by a group of investors under the aegis of First of Boston Corp.

Pending determination of the proposals, the reorganization could mean the removal of General Motors as a key unit in the control of Terex. Terex, maker of earthmoving equipment, has plants in Hudson and Brooklyn, both suburbs of Cleveland.

GMs' future in Terex was described as a "passive investor role." Plans for Terex's future were disclosed to a committee representing creditors before being turned over to Judge White. Creditors in attendance indicated approval, said Warner, except the UAW, which abstained.

Warner said Terex completed the past year meeting all its obligations and moved into 1985 on a strong note with bids being considered by several major companies and by the Defense Department. Employment in the two Terex plants is around 850.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 19, 1985	Week Ended Jan. 21, 1984	Week Ended Jan. 12, 1985	Jan. to Date	Jan.1 to Jan. 21, 1984	Jan. 1 to Jan. 19, 1985
AMERICAN MOTORS	.....	610	.....	366	1,695	366
FORD MOTOR	11,386	9,321	14,171	31,602	19,798	31,602
GENERAL MOTORS	8,835	13,576	8,672	22,402	37,013	22,402
VOLVO	225	225	225	585	578	585
Total Cars, Canada	20,446	23,732	23,068	54,955	59,084	54,955

TRUCK PRODUCTION IN U.S.☆

	Week Ended Jan. 19, 1985	Week Ended Jan. 21, 1984	Week Ended Jan. 12, 1985	Jan. to Date	Jan.1 to Jan. 21, 1984	Jan. 1 to Jan. 19, 1985
CHEVROLET	21,407	20,143	23,140	58,410	55,593	58,410
DODGE	3,700	4,023	4,504	10,377	11,014	10,377
FORD	21,888	22,188	21,617	56,220	62,129	56,220
GMC	6,315	6,208	5,913	15,559	18,017	15,559
INTERNATIONAL	1,638	1,316	1,612	4,182	3,434	4,182
JEEP	4,125	3,458	4,147	9,948	9,501	9,948
NISSAN	2,505	1,720	2,564	6,178	4,816	6,178
AM GENERAL	50*	50*	50*	130*	140*	130*
MISCELLANEOUS	2,100*	1,000*	2,100*	5,460*	2,800*	5,460*
Total Trucks, U.S.	63,728	60,106	65,647	166,464	167,444	166,464

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 19, 1985	Week Ended Jan. 21, 1984	Week Ended Jan. 12, 1985	Jan. to Date	Jan.1 to Jan. 21, 1984	Jan. 1 to Jan. 19, 1985
CHRYSLER CORP.	8,568	6,090	8,806	23,192	13,948	23,192
FORD MOTOR	3,648	3,303	3,396	9,056	9,328	9,056
GENERAL MOTORS	6,248	6,332	6,181	16,273	17,614	16,273
INTERNATIONAL	240	146	195	562	367	562
Total Trucks, Canada	18,704	15,871	18,578	49,083	41,257	49,083
N. American Trucks	82,432	75,977	84,225	215,547	208,701	215,547

* — Now includes window van production. ∘ — Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

U. S. CAR PRODUCTION

	Week Ended Jan. 19, 1985	Week Ended Jan. 21, 1984	Week Ended Jan. 12, 1985	Jan. to Date	Jan.1 to Jan. 21, 1984	Jan. 1 to Jan. 19, 1985
AMERICAN MOTORS	4,200	3,618	3,665	7,865	8,924	7,865
Renault Total	4,200	3,618	3,665	7,865	8,924	7,865
Alliance	2,700	1,818	2,290	4,990	4,406	4,990
Encore	1,500	1,800	1,375	2,875	4,518	2,875
CHRYSLER CORP.	25,300	24,044	26,114	68,103	62,581	68,103
Plymouth Total	7,550	7,697	7,273	19,408	19,294	19,408
Horizon	2,600	2,983	2,662	6,886	6,546	6,886
Reliant	3,400	4,270	3,093	8,426	11,707	8,426
Caravelle	1,300	248	1,300	3,343	468	3,343
Gran Fury	250	196	218	753	573	753
Chrysler Total	8,800	7,212	9,241	24,213	19,574	24,213
LeBaron	2,600	2,223	2,467	6,547	5,968	6,547
LeBaron GTS	1,400	.....	1,628	4,043	.....	4,043
Laser	1,100	1,540	1,218	3,049	4,112	3,049
New Yorker E-Class	1,300	2,152	1,454	3,596	5,221	3,596
Fifth Avenue	2,400	1,297	2,474	6,978	4,273	6,978
Dodge Total	8,950	9,135	9,600	24,482	23,713	24,482
Omni	2,900	2,669	2,903	7,529	5,878	7,529
Aries	2,300	3,155	2,522	6,293	8,680	6,293
Daytona	800	1,232	918	2,285	4,202	2,285
Dodge 600	1,400	1,736	1,511	3,774	4,264	3,774
Lancer	1,100	.....	1,227	3,182	.....	3,182
Diplomat	450	343	519	1,419	689	1,419
FORD MOTOR	41,478	33,897	41,009	107,023	84,287	107,023
Ford Division	27,175	22,010	26,506	69,701	55,446	69,701
Escort	7,073	4,692	7,052	18,242	16,622	18,242
Mustang	3,660	3,393	3,608	9,430	5,573	9,430
LTD	5,721	4,940	5,665	14,766	13,289	14,766
Thunderbird	3,975	3,614	4,035	10,440	7,163	10,440
Crown Victoria	2,179	1,562	2,213	5,544	5,205	5,544
EXP	552	867	555	1,434	2,058	1,434
Tempo	4,015	2,942	3,378	9,845	5,536	9,845
L-M Division	14,303	11,887	14,503	37,322	28,841	37,322
Mercury Total	10,698	9,378	10,885	27,982	19,954	27,982
Lynx	1,825	1,513	1,843	4,770	3,177	4,770
Capri	340	665	484	1,139	1,267	1,139
Marquis	2,583	1,939	2,532	6,648	5,050	6,648
Cougar	3,292	1,968	3,360	8,683	3,757	8,683
Grand Marquis	1,443	2,052	1,401	3,626	4,855	3,626
Topaz	1,215	1,241	1,265	3,116	1,848	3,116
Lincoln Total	3,605	2,509	3,618	9,340	8,887	9,340
Continental	651	473	654	1,692	1,691	1,692
Lincoln	2,553	729	2,564	6,616	2,222	6,616
Mark VI/VII	401	1,307	400	1,032	4,974	1,032
GENERAL MOTORS	106,274	96,334	108,874	282,481	280,551	282,481
Buick Total	21,491	21,666	21,122	56,560	61,171	56,560
Skylark	2,385	1,775	2,359	6,617	4,436	6,617
Skyhawk	2,195	3,148	1,786	5,395	10,172	5,395
Somerset Regal	1,985	.....	2,174	5,493	.....	5,493
Century	4,711	4,478	4,319	11,982	12,105	11,982
Regal	2,970	4,845	2,861	7,511	13,541	7,511
LeSabre/Electra	4,104	5,855	4,227	11,167	16,318	11,167
Riviera	1,205	1,381	1,456	3,371	3,645	3,371
Electra (fwd)	1,936	184	1,940	5,024	954	5,024
Cadillac Total	8,027	6,426	8,185	21,049	19,071	21,049
Cimarron	480	400	516	1,263	1,316	1,263
Seville	810	783	970	2,261	2,033	2,261
Eldorado	1,515	1,493	1,824	4,230	3,906	4,230
Cadillac (rwd)	1,389	3,556	1,051	3,491	11,053	3,491
DeVille (fwd)	3,833	194	3,824	9,804	763	9,804
Chevrolet Total	37,428	33,097	39,630	102,537	96,360	102,537
Chevette	3,030	3,589	3,609	9,095	12,133	9,095
Cavalier	9,467	7,571	10,662	27,478	24,005	27,478
Celebrity	5,191	5,574	6,227	14,976	15,605	14,976
Camaro	5,705	5,959	4,962	13,833	16,001	13,833
Citation	1,615	1,927	1,716	4,685	5,156	4,685
Malibu/El Camino	629	567	659	1,544	1,528	1,544
Monte Carlo	3,120	4,688	2,442	6,950	12,559	6,950
Chevrolet	7,671	2,599	8,343	21,362	7,215	21,362
Corvette	1,000	623	1,010	2,614	2,158	2,614
Oldsmobile Total	27,990	24,502	26,321	70,622	73,044	70,622
Omega	.....	785	.....	.....	2,241	.....
Firenza	1,885	1,340	1,555	4,617	5,045	4,617
Cutlass Supreme	4,740	6,844	4,141	11,255	21,298	11,255
Cutlass Ciera	8,568	5,656	7,637	21,403	15,027	21,403
88/98 (rwd)	6,186	6,746	5,804	15,490	26,153	15,490
Olds 98 (fwd)	3,031	216	3,046	7,869	855	7,869
Calais	2,685	.....	3,054	7,479	.....	7,479
Toronado	895	915	1,084	2,509	2,425	2,509
Pontiac Total	11,338	10,643	13,616	31,713	30,905	31,713
Acadian**	.....	326	241	321	523	321
2000 Sunbird	2,272	2,439	3,266	7,730	8,433	7,730
1000	369	808	701	1,497	2,058	1,497
Firebird	2,742	2,381	2,671	6,959	6,934	6,959
Phoenix	.....	361	.....	.....	1,135	.....
Grd.]Prix/Bon\vle	.....	1,474	.....	.....	4,157	.....
6000	491	.....	252	869	.....	869
Parisienne	1,137	522	1,546	3,748	1,401	3,748
Fiero	2,186	2,332	2,413	4,599	6,264	4,599
Grand Am	2,141	.....	2,526	5,990	.....	5,990
HONDA	3,230	2,193	3,663	8,739	6,600	8,739
NUMMI (Nova)	200*	.....	200*	600*	.....	600*
VOLKSWAGEN	2,100	2,383	2,035	5,213	6,585	5,213
Total Cars, U.S.	182,782	162,469	185,560	480,024	449,528	480,024
Total Cars, Canada	20,446	23,732	23,068	54,955	59,084	54,955
N. American Cars	203,228	186,201	208,628	534,979	508,612	534,979
N. American Trucks	82,432	75,977	84,225	215,547	208,701	215,547
North American Cars and Trucks	285,660	262,178	292,853	750,526	717,313	750,526

*Estimated.
**— All Acadians are built for sale in Canada.